# AMERICANS AND THE ARTS


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# AMERICANS AND THE ARTS

A 1980 survey of public opinion conducted for
the American Council for the Arts
and sponsored by Philip Morris Incorporated
and the National Endowment for the Arts.

Conducted by the National Research Center
of the Arts, Inc., an affiliate of
Louis Harris and Associates, Inc.

Project Director: Louis Harris

ACA
AMERICAN COUNCIL FOR THE ARTS
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# FOREWORD

In 1973, about 10 years after Philip Morris began its art support program, it sponsored publication of a study by Louis Harris and Associates on "Americans and the Arts."

Our company was eager to understand the nature of this relationship. We were prompted by our sponsorship of art activities, most notably museum exhibitions, which were widely acclaimed. At Philip Morris itself, moreover, involvement in the arts had invested us, as individuals and as a corporate entity, with a keen sense of innovation, a spirit of risk that is inherent in art, and without which no business can hope to thrive.

What we Americans learned about ourselves in that survey was startling. It swept away the conventional insight that art was the exclusive domain of an elite minority. In its stead, we were offered a new knowledge: most Americans, as many as nine out of ten over 16 years of age, regard the fine arts as essential to their sense of being and enjoyment of life.

This historic finding, perhaps revelation is a more apt word, indicated Philip Morris was moving in a strong current of American cultural aspiration, previously undetected, that flowed just beneath the surface of accepted art perspective and activity. This held true, of course, for the many other corporations also active in the arts. Apparently we not only moved with the current; together we widened it, deepened it, and contributed to its swelling surge.

The first Harris survey, in 1973, and a second in 1975 evidently spurred the corporate world on. American corporate art sponsorship went past the $435 million mark last year, according to the Business Committee for the Arts.

This year, Philip Morris once again joined the American Council for the Arts, under a grant from the National Endowment for the Arts, in sponsoring another public opinion survey on "Americans and the Arts" by the National Research Center of the Arts, an affiliate of Louis Harris and Associates.

This book contains the newest findings, which show that the American attitude to the arts is even more positive now than it was five years ago. What is significant here, to my mind, is not the ability of art to maintain, or even to strengthen, its hold upon the mass of American people, but to do so in the face of inflation, higher taxes, rising unemployment, cuts in services, high interest rates, and decreased leisure time.

This latest survey discloses something of signal importance about the hardiness and grit of the American character: it dramatizes our native audacity and faith in our capacity to overcome whatever travails and uncertainties may confront our country at any particular moment.

Art is not only a presence in our midst, but a promise as well, a special declaration of our intention to fashion a future that is more in keeping with our heritage, our ideals, our dreams for ourselves and our children. Art invokes the future; this is an inherent feature of its appeal. For the arts do not have high priority among those without purpose and energy, without vision and hope.

If the American people look to their corporate citizens for support of the arts, as the survey indicates they do, it is not because they want a handout. They lay claim too upon government, foundations and, most tellingly, their own personal resources in forming a compact to engage the arts for the realization of our shared destiny. They seem to be saying that art is a necessity, an indispensible condition for national health and growth.

American business now, as earlier, will respond to this newest mandate and opportunity with customary enthusiasm and vigor. We don't have to break new ground this time, as we did in the 1960s and early 1970s. We just have to do more, and get others still on the sidelines—too many—to realize that a flourishing culture heralds a flourishing future.

The avenues open for corporate art support are infinite. While each company's path is unique—determined by specific concerns, background, goals, and conditions—together all companies can contribute to a dazzling array of cultural activities, a profusion of art now beyond our imagination.

The best is ahead of us; that is certain. The art historian and critic John Canaday observed the so-called artistic boom has become "a deep-rooted cultural growth that has yet to come to full flower." It signifies the creation of an environment in which all citizens, individual and corporate, will bloom and prosper.

**George Weissman**
Chairman of the Board
Philip Morris Incorporated

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# INTRODUCTION

This study of the appetite of the adult American public for the arts is the third survey conducted by the Harris organization on this subject since 1973. It was commissioned by the American Council for the Arts and sponsored by Philip Morris Incorporated and the National Endowment for the Arts, and was designed both to update significant areas of the previous surveys and to examine important new areas of public thought and opinion.

There is evidence that since the mid-1970s America's cultural environment has changed, with funding from all levels of government tending to rise at a lower rate, and with increases in funding from the private sector not yet sufficient to make up the deficit. Times now are marked by the long and sustained drain of double-digit inflation and energy problems here at home, and by a host of foreign policy crises which have absorbed public attention.

Once again it is of critical importance to know precisely where the arts stand with the American people. This in-depth survey, conducted by telephone among 1,500 adult Americans in July 1980, provides such data.

"Heavy attenders" of theater, opera, dance, nonclassical music, and classical music have attended those kinds of events at least four times in the past twelve months, and "heavy attenders" of art museums have made four or more visits, while "heavy attenders" of museums in general have made at least six visits to museums in the past year.

# SUMMARY

## LEISURE TIME IS SHRINKING

As reported hours of work per week have increased from 40.6 hours in 1973 to 46.9 hours in 1980, reported hours available for leisure have *decreased* from 26.2 hours per week in 1973 to 19.2 hours in 1980. The twin pressures of inflation and joblessness have forced some rather drastic changes in lifestyles and time commitments. For the arts and culture, as well as other leisure time activities, this means that there is greater competition to attract people with limited time and money to spend.

While leisure time has been declining, however, the arts are the only nonwork area tested in which people report an increase rather than a decrease in involvement. This can only mean that the arts are becoming a more vital and integral part of the mainstream of American life.

## YET ATTENDANCE AT THE ARTS IS UP

Despite the concern expressed about the costs of going to arts events, a growing desire by the American people to experience the arts is evident:

—By 64% to 35%, a majority of the public feels that "if there were more theater and concert events in this community, I would attend more frequently," up sharply from a comparable 54% to 40% majority who felt that way back in 1975.

—By 62% to 37%, an almost identical majority holds the view that "if there were more showings in art museums in this community, I would attend more frequently." No comparable question was asked in 1975.

—By 59% to 39%, a clear majority rejects the claim that "the arts can only be enjoyed by a privileged few who have the financial means to attend arts events." Back in 1975, only a narrow 48% to 46% plurality of the public rejected the view that the arts are for the privileged few.

There has been a sharp upward trend since 1975 in attendance at almost every type of arts presentation. More people now report having gone, in the previous twelve months, to at least one movie, having attended at least one performance of live theater, dance, popular music, live classical music, opera or musical theater, or having visited an art museum at least once. A singular mark of the growth of the arts is the fact that as audiences have increased sharply, the number of times people attend the arts has not diminished, thus adding appreciably to the size of arts audiences in absolute numbers.

There is also solid evidence that once people become regular attenders at one type of arts presentation, there is a marked tendency to attend all other types of arts events. Heavy attenders of classical music, for example, went to live theater performances a median of 9 times in the previous twelve months, as compared to a median of 3 for the public as a whole. This means that the arts are likely to grow across the board when new people take to the arts in any given art form or discipline.

## THE RISING IMPORTANCE OF THE ARTS

It is evident that the arts are continuing to grow apace, despite the cutback in leisure time available to people, the hard-pressed state of family budgets, the worries over energy availability and the economic insecurities attendant to a recession. In almost all cases, attendance at the arts has increased in terms of both the numbers of people who go to arts events and the number of times people attend.

A majority of 81% of the public feel it is important in 1980 to have "more and better arts and cultural facilities for both the performing and visual arts," a rise of 4 points since 1975. Shifts in attitudes toward other services in the community, such as parks and recreational facilities, good roads and highways, better law enforcement and better housing have changed only slightly or remained stable.

It is significant that backing for the arts has moved upward, more so than for any other area. This does not mean that the arts are as critical to a community as many of the other areas tested. What it does mean is that the arts are becoming more important in the mainstream of American life, and even in the face of deeply troubled times do not decline in perceived value and importance.

People believe that the arts offer a unique experience that can enhance their lives:

—By 70% to 25%, a majority feels that "the arts allow you to find a source of creative expression and experience that is rare."

—By 75% to 19%, a majority also feels that "the arts are a positive experience in a troubled world."

—By 75% to 22%, a majority holds the view that "the arts give you an uplift from everyday experiences."

—By an even higher 80% to 16%, a majority also feels that "the arts just give you pure pleasure to experience or participate in."

It is apparent from these results that the arts strike a warm and highly positive response in people. It is evident from this study that the arts are now earning a special place in the lives and consciousness of the majority of the people in this country.

## PARTICIPATION IN THE ARTS

Personal involvement in the arts has rapidly risen in this country since 1975:

—Photography has taken off as a major form of artistic self-expression with 44% of the public saying they engage in this activity, compared with only 19% in 1975.

—The number of people who play a musical instrument has risen from 18% to 30%.

—The number of people who write creatively has risen substantially from 13% to 22%.

—The number of people who dance either ballet or modern dance has more than doubled, up from 9% to 20%.

—Singing in a choir or other choral group has risen from 11% to 21%.

There has also been a dramatic increase in the number of people who say they sculpt or make pottery. The number of those who paint, draw, do needlepoint, or work with local theater groups has also increased.

Taken together, these findings show that there has been a veritable explosion of participation in the arts by the American people. The singular mark of the patterns that emerge is that at all levels, in all areas, the movement of involvement in the arts has been up. In addition, different forms of creative expression are engaged in by vastly different segments of the public. Choir singing and needlework, for example, are most popular among women, rural residents and those who live in the South. At the same time, inner-city residents are just as deeply involved in dance of all kinds, creative writing and sculpture, as well as choir and other choral singing. The most affluent segments of the public are involved in playing musical instruments, photography, pottery and ceramics. In this period of serious economic troubles, it is significant that literally millions of people across the country have taken to creative expression in a variety of arts activities. The urge to partake of the arts personally runs deep and is expanding rapidly.

## PROBLEM AREAS FOR THE ARTS

The trend since 1975 show a sharp and steady upward surge in the number of people who have arts facilities easily accessible from their homes. This is tangible evidence of the impact of the growing demand for the arts across the land. Even in a time when communities have been hard pressed to provide basic services of health and safety, the solid growth of the arts is in evidence.

Nonetheless, it must also be pointed out that substantial minorities of people report *not* having such facilities easily available: 33% report not having ready access to theater, 30% do not have a center nearby where they can learn arts and crafts, 46% have no concert hall near where they live and 41% do not have a museum accessible from where they live. So the task of providing adequate cultural facilities to the people in this country is far from finished.

The facts indicate, however, that despite the reported sharp increase in the accessibility of arts facilities, the demand has not been met for the availability of arts events.

Significantly, of the nine kinds of events asked about, seven are more in demand today than they were in 1975. Majorities or pluralities of the public want more children's theater performances in their community, as well as outdoor art festivals; more exhibitions of painting or sculpture; more plays, musicals, pantomimes, and other adult theater performances; more classical music concerts or recitals, more folk or ethnic dance performances; and more ballet or modern dance performances.

As demand rises, however, many problems must be overcome in order to optimize attendance at arts events. Deterrents to higher attendance include the price of tickets, the number of performances given, the difficulty and costs involved in finding a babysitter, eating out and parking and the quality of performances offered.

There is no doubt that the arts are confronted by a major challenge of how to meet the substantial growth in demand while not discouraging potential attenders by less than satisfactory performances, inadequate support facilities and high prices.

Inescapably, the money dimension is a dominant one, today frustrating the arts organizations in their effort to meet the rapidly growing demand for the arts. Significantly for arts institutions, public satisfaction with exposure to the arts might be rising, but so are the deterrents.

## THE UNFINISHED BUSINESS OF FINANCING THE ARTS IN THE 1980s

Results show that the arts are perceived as being more self-supporting, more dependent on private contributions and *less* dependent on government than almost any other kind of nonprofit institution on the list. This is significant, for it means that as much as arts funding from government might have increased in recent years, public perception that the arts are overfunded by government certainly is hard to find. Indeed, the reverse can be concluded: most people in America feel that the arts have not been heavily dependent on government at all. By the same token, however, a big majority of the public feels that the arts cannot make it on admission fees alone. They know that the arts must seek financial assistance from both the private and public sector not only to survive but to meet the sharp upturn in demand for the arts.

At a time when most Americans are not eager to see federal spending go up, a decisive 59% to 39% majority support paying $15 more a year in taxes to assist the arts financially. Even higher majorities support paying $10 and $5 more in taxes for federal funding of the arts. It can be said definitively that this is one of the rare exceptions to an almost unbroken rule of not supporting increased federal spending. Perhaps more than any other set of results from this study, this is concrete and highly specific evidence that the arts in America have finally reached mainstream status.

## THE ROLE OF THE ARTS IN THE NATION'S SCHOOLS

There is a clear-cut mandate in this study for the arts to be taught in schools, not on an after-school, noncredit basis, but as an integral and important part of the regular curriculum. By no stretch of the imagination do the American people feel that the arts are peripheral to a child's education, one of the first areas to be pared back in time of fiscal austerity and one of the last to be restored to the school budget. Indeed, parents tend to believe that the arts are a real motivator for their children and a spark to education.

# CHAPTER I: THE SETTING: LEISURE IN A TIME OF ECONOMIC CRUNCH

As America enters the 1980s, the twin pressures of inflation and joblessness have forced some rather drastic changes in lifestyles and time commitments. In response, there has been an increase in the number of people holding down two or more jobs, a sharp increase in women working and, consequently, a reduction in the amount of leisure time available. For the arts and culture, as well as other activities on which people might want to spend their leisure time, this in turn means that there is greater competition to attract people with more limited time and money to spend.

Indeed, there has been an increase in reported hours of work, up to a median of 46.9 hours per week in 1980, compared with 43.1 hours in 1975, and an even lower 40.6 hours in 1973 (Table 1). By the same token, as the hours committed to work have increased, leisure time has declined to a median of 19.2 hours a week in 1980, down from a comparable 24.3 hours per week in 1975 and a higher 26.2 hours in 1973 (Table 2).

This reported decrease in available leisure time has led to some decreases in leisure-time activities. For example, the number of people who say they attend spectator sports events a "great deal" or "some but not a great deal" has declined from 43% to 41% since 1975 (Table 3). Similarly, the number reporting that they participate in sports has gone down marginally from 41% to 39%. In addition, the number who say they work in their garden growing flowers and vegetables has dropped from 56% to 51% over the past five years.

In contrast, the number who report attending performing arts presentations such as plays, ballets, outdoor festivals, musical comedies, symphonic and solo performances, and operas is up slightly from 33% to 34% since 1975 (Table 4). The number who report that they engage in arts activities such as painting, drawing, sculpture and photography is up 5 points from 17% to 22% since 1975. The number who read books is on the rise from 72% in 1975 to a current 75%. And the number who engage in performing arts activities such as playing a musical instrument, working with a local theater group, singing, or dancing ballet or folk dance has also risen from 15% to 20%. In fact, the only arts-related activity that appears to have declined in this period of sharp economic crunch is attendance at art exhibits, historical houses or sites, art museums, or history museums, down from 37% to 34%. Much more definitive evidence will be reported later in this analysis of arts involvement.

*Observation:*
*These first approximations of activity by the American people are harbingers of much more definitive evidence in this study that as the country enters the decade of the 1980s, in a time of economic crunch, when leisure time has been declining, when competition for attracting audiences and participants has rarely been tougher, the arts are the only areas tested where people report an increase rather than a decrease in involvement. This can only mean that the arts are becoming a more vital and integral part of the mainstream of life of the American people.*

# CHAPTER II: ATTENDANCE AT THE ARTS: ON AN UPWARD CURVE

The arts are far from immune from the difficult economic times in which people are living. By 63% to 35%, a majority of the people reports that the "cost of going to theaters or concert halls is the main reason most people don't go more often to performances of plays, music or dance" (Table 5). Back in 1975, a slightly lesser 60% to 34% majority held the same view.

Yet, by every measure, the upswing of desire to experience the arts is evident:

—By 87% to 11%, a nearly unanimous majority feels that "arts and cultural activities are as important for a community to have as parks and recreational activities," up from an 83% to 13% who felt the same five years ago.

—By 64% to 35%, a majority of the public feels that "if there were more theater and concert events in this community, I would attend more frequently," up sharply from comparable 54% to 40% majority who felt that way back in 1975.

—By 62% to 37%, an almost identical majority holds the view that "if there were more showings in art museums in this community, I would attend more frequently." No comparable question was asked in 1975.

—By 71% to 26%, a sizable majority holds the view that "there ought to be more theater and concert events in this community to enable more local residents to attend such events."

—By 59% to 39%, a clear majority rejects the claim that "the arts can only be enjoyed by a privileged few who have the financial means to attend arts events." Back in 1975, only a narrow 48% to 46% plurality of the public rejected the view that the arts are for the privileged few.

*Observation:*
*It is patently apparent from these views that the appetite for the arts is on the rise in America, despite the financial troubles that people increasingly feel are visiting them. In the aggregate, these results are ample testimony that even in the worst of times, people in this country are not prepared to live by bread alone. Indeed, as will be seen later in this analysis, the arts provide a singularly positive experience in a life that is beset with many economic and social difficulties.*

A major part of this study concentrated on measuring the actual number of people who attend various types of arts presentations and the number of times they have attended such events in the past year. In almost all cases, comparisons can be drawn to 1975, and in almost every instance, the trend is sharply upward in attendance.

**Going to the Movies:** Up in five years from 70% to 75% of the public (Table 6A). In the case of the movies, as will be seen for all arts attendance, there is solid evidence of what David Riesman called "the more, the more." Those who are heavy attenders at art museums went to the movies a median of 7 times in the past year, well above the median of 3 for the public as a whole (Table 6B). Heavy classical music attenders went to the movies a median of 5 times, while heavy attenders of nonclassical music events went to the movies a high of 13 times. Heavy dance attenders went to the movies 10 times, while heavy attenders of the theater went to the movies 7 times in the past year.

*Observation:*
*Once people become regular attenders at one type of art presentation, there is a marked tendency to attend all other types of arts events. In turn, this means that the arts are likely to grow across the board when new people take to the arts in any given art form or discipline.*

**Going to Live Theater:** The number of people who report having gone to a live theater performance over the past year has increased from 41% in 1975 to 59% in 1980 (Table 7A). The median annual number of such theater performances attended by these people is 3, up sharply from 2 in 1975 (Table 7B). By region, highest attendance at the theater was in the East (4 times). Again, however, heavy attenders of museums in general went to the theater 5 times, while heavy attenders of art museums went to theater performances 3 times. Heavy attenders of classical music went to the theater 9 times, while those who went most frequently to nonclassical music went to the theater 4 times. Heavy dance attenders went to live theater performances 9 times, and heavy attenders of the opera and musical theater went to the theater a median 9 times.

**Live Popular Music Concerts:** The number of people who attend concerts of popular music by pop singers, bands, rock groups and others has gone up from 36% to 48% over the past five years (Table 8A). Heavy arts museum attenders went to pop concerts 3 times, while heavy classical music attenders went to pop music events 5 times (Table 8B). Heavy dance attenders went to pop concerts an even higher 6 times, while heavy theater attenders went 4 times. Finally, heavy opera and musical theater attenders went to pop performances 4 times. Again, the phenomenon of "the more, the more" is evident.

**Live Performances of Classical or Symphonic Music:** The number of people who have attended live concerts of classical or symphonic music has risen from 18% to 26% since 1975 (Table 9A). Heavy attenders of art museums went to classical concerts 4 times, heavy dance attenders went to classical concerts a substantial 5 times (Table 9B). Finally, heavy attenders of opera and musical theater went to classical music events a high 6 times.

There is other evidence in this study that the market for classical music tapes and records is expanding and that the number listening to such music is on the rise. Since 1975, the number nationwide now reporting buying tapes or records of classical music has risen from 37% to 45% (Table 10). And the number listening to classical music on tapes or records or on the radio has gone up sharply from 56% to 71%. (Table 11).

*Observation:*

*The sharp rise in the number of people listening to classical music at home on the radio or on recordings can pose something of a problem for symphony orchestras and other classical music performing groups. In purchasing tapes and records, people are more likely to select the better known and more prestigious orchestras and artists. In turn, this could leave the vast majority of symphonies and music groups faced with relatively level attendance, even though the amount of money spent on classical music and the numbers interested in it may be rising in an absolute sense.*

**Live Performances of Opera or Musical Theater:** Nationwide, 26% of all adults report that they have attended an opera or musical theater performance in the past year (Table 12A). There is no separate trend number to report in this area. These attenders have gone to such performances a median of 2.3 times (Table 12b). This rises to 3 times among those 50-64 years old and those 65 and over. In the East, opera and musical theater attenders went to such concerts 3 times. Again, however, those who attended other arts events also went to more operas and musical theater performances—3 times among heavy art museum attenders, 4 among heavy attenders of classical music concerts, 3 times among heavy nonclassical music attenders, 3 times among heavy dance attenders, and 3 times among heavy theater attenders.

**Art Museums:** The number of people in the country in the past year who have gone to a showing in an art museum has risen from 44% to 60% since 1975, a significant increase (Tables 13 and 15). In addition, the median number of times these people have gone to an art museum has gone up from twice a year in 1975 to 3 times per year in 1980 (Table 14). Those under 30 attended art museum exhibits 3 times, college graduates 3 times, those with some college 3 times, those with incomes of $25,000 or over 3 times in the past year. Heavy attenders of classical music concerts went to an art museum a high 5 times, while heavy dance attenders went to an art museum 5 times. Among heavy nonclassical music attenders, the median attendance at art museums was 3 times, while heavy attenders of opera and musical theater went 4 times.

*Observation:*

*It is apparent from these results that art museums have a wide reach, with fully 60% of the adult population reporting attending an exhibition in the past year. However, the frequency of visits is somewhat thin, except among those who attend other arts events heavily. In the aggregate, they form the core of art museum attendance.*

**Live Performances of Dance:** The number of people who attend live dance performances in this country has risen from 9% in 1973 to 16% in 1975 to a current high of 25% (Tables 16A and 16B).

***Observation:***
*Dance, of course, has been a favorite among young people and has grown in audience mainly as a result of youthful support. However, it is also evident that dance has become a mainstream event for those who are the core audiences for most of the other arts disciplines as well.*

# CHAPTER III: THE RISING IMPORTANCE OF THE ARTS

It is evident that the arts are continuing to grow apace, despite the cutback in leisure time available to people, the hard-pressed state of family budgets, the worries over energy availability and the economic insecurities attendant to a recession. In almost all cases, attendance at arts activities has increased in terms of both the numbers of people who go to arts events and the number of times people attend.

There is also evidence that for the first time the arts are increasingly seen as important when compared with other vital and indispensable services and programs in the community (Table 17):

—Back in 1975, 77% of the public thought it "very" or "somewhat important" to have "more and better arts and cultural facilities for both the performing and the visual arts." Now, in 1980, an even higher 81% of the public feels this way about more arts facilities in their own community, a rise of 4 points.

—By contrast, in 1975, 84% of the public felt it important to have more parks and recreational facilities, but five years later, this priority has slipped a bit to 82%. In the case of good roads and highways, 90% felt they were important in 1975, and 90% feel that way this year. A substantial 91% felt in 1975 that it was important to have improved medical facilities and other health services in their community, and a comparable 90% feel the same today. Back in 1975, 89% felt that tougher law enforcement by the police and courts was important, while 90% feel that way today. In 1975, 85% felt that it was important to have better housing for lower income people in the community, and an identical 85% feel that way today. The only two areas which show an increase since 1975 are more efficient public transportation which would also cut down on gasoline consumption, up from 88% to 91%, and better schools, up from 89% to 91%.

*Observation:*

*While all of the shifts in public attitudes are relatively small, whether up or down, it is significant that backing for the arts has moved upward, more so than for any other area. This does not mean that the arts are as critical to a community as many of the other areas tested. What it does mean is that the arts are obviously becoming more important in the mainstream of American life, and even in the face of deeply troubled times, they do not decline in perceived value and importance.*

Deep down, people believe that the arts offer big majorities of the people a unique experience that can enhance their lives (Table 18):

—By 70% to 25%, a majority feels that "The arts allow you to find a source of creative expression and experience that is rare."

—By 75% to 19%, a majority also feels that "the arts are a positive experience in a troubled world."

—By 75% to 22%, a majority holds the view that "the arts give you an uplift from everyday experiences."

—By an even higher 80% to 16%, a majority also feels that "the arts just give you pure pleasure to experience or participate in."

*Observation:*

*It is apparent from these results that the arts strike a warm and highly positive response in people. In effect, they put color into a rather gray existence, they provide a spark, an uplift that is increasingly rare to find in daily life, they provide flickers of hope before an event and fond memories of a moving experience afterwards for those who have been part of an event or have created some work of their own. It is evident from this study that the arts are now earning a special place in the lives and consciousness of the majority of the people in this country.*

# CHAPTER IV: PARTICIPATION IN THE ARTS: ALSO SHARPLY ON THE RISE

Personal involvement in the arts has been rapidly on the rise in this country since 1975 (Table 19):

**Engaging in Photography:** Since 1975, the number of Americans who engage in photography has risen dramatically from 19% to 44%. In the under-30 group, the number involved in this area of the arts is a higher 49%, with an equal number reported in the 30-49 age bracket. Among men, 51% engage in photography, as do a higher 56% of people living in the West. Among those with some college education, 57% engage in photography, while among college graduates almost as many, 56%, also are involved.

*Observation:*

*It is evident that photography has taken off as a major area of artistic self-expression in the 1980s and shows every sign of moving to even higher levels. With so many people now trying out their own creativity in this area, appreciation of fine works of photography in exhibits will grow apace.*

**Needlepoint, Weaving, and Other Handwork:** The number of people who do needlework and weaving has risen from 39% to 42% since 1975. A substantial 68% of all women pursue these handcrafts, as do 46% of town dwellers and 47% of those in the South.

*Observation:*

*Clearly, substantial numbers of Americans are busy with needlepoint, weaving and other kindred activities. For them, this is a form of creative expression.*

**Playing a Musical Instrument:** Since 1975, the number of people who play a musical instrument has risen from 18% to 30%. Those under 30 are most likely to play a musical instrument, with fully 41% of them reporting they do it. An even higher 43% of college graduates and a substantial 37% of those in the $25,000 and over income bracket play instruments.

**Painting, Drawing, and the Graphic Arts:** A substantial 28% of the public now paint, draw, or are involved in graphic arts, up from 22% in 1975. Again, among young people under 30, an even higher 43% engage in these visual arts, as do 36% of those having some college education, and 36% of those living in the West.

**Writing Stories or Poems:** The number of people who write creatively has risen substantially from 13% to 22% over the past five years. Again, the highest number can be found among young people under 30, 33% of whom write stories or poems, followed by those with some college at 31%, nonwhites at 28%, those who live in big cities at 27%, and those who live in the West at 26%.

**Ballet or Modern Dance:** The number of people who dance either ballet or modern dance has more than doubled since 1975: up from 9% to 20%. A substantial 33% of nonwhites and 29% of those under 30 are engaged in these activities.

**Singing in a Choir or Other Choral Group:** This form of creative expression has risen from 11% to 21% over the past five years. A higher 29% of nonwhites sing in such groups, as do 28% of people in the South, 26% of all women, and 26% of rural residents.

**Making Pottery or Ceramics:** The number of people who make pottery or ceramics has shot up since 1975 from 8% to 18%, more than doubling. Most involved are women (26%), young people under 30 (25%), those with some college education (25%), and people who live in suburbs (23%).

**Sculpturing or Working with Clay:** Since 1975, the number who sculpt or work with clay has doubled from 5% to 10%. Most involved are young people under 30, 15% of whom engage in this activity, followed by 15% of those in the West, 14% of those with some college, and 13% among the nonwhites.

**Working with a Local Theater Group:** The number of Americans who work with a local theater group has risen from 3% to 5% over the past five years.

*Observation:*

*Taken together, these findings show that there has been a veritable explosion of participation in the arts by the American people. Young people under 30 have led the way, followed by those with some college education, and nonwhites. However, the singular mark of the patterns that emerge is that at all levels, in all areas, the movement of involvement has been up. And different forms of creative expression are engaged in by vastly different segments of the public. For example, choir singing and needlework are most popular among women, rural residents, and those who live in the South. At the same time, city residents are just as deeply involved in dance of all kinds, creative writing, and sculpture, as*

*well as choir and other choral singing. The most affluent segments of the public are involved in playing musical instruments, photography, and pottery and ceramics. In this period of serious economic troubles, it is significant that literally millions of people across the country have taken to creative expression in a variety of arts activities. The urge to partake of the arts personally runs deep and is expanding rapidly in America today.*

# CHAPTER V:
# PROBLEM AREAS FOR THE ARTS

By a striking 92% to 7%, an overwhelming majority of the American people feels it is important to the quality of life in their community to have facilities such as museums, theaters and concert halls (Table 20). A substantial 68% majority feels such facilities are "very important" contributors to their community's quality of life.

At the same time, a sizable 86% to 9% majority feels that it is important to the business and economy of their community to have facilities such as museums, theaters and concert halls available. A solid majority of 58% feels that having such arts facilities is "very important" to the economic life of their community.

This perception of arts facilities as mainstream elements vital to the quality of life and to the local economy has resulted in an increase in such facilities that are easily accessible from people's homes (Tables 21 and 22):

— A theater where plays and musicals are performed is easily accessible to a 66% majority of the people nationally, up 8 points from the 58% who reported having satisfactory access to such theaters in 1975.

—A community, neighborhood or recreational center where people can learn various arts and crafts is now easily accessible to a 63% majority of the American people, up from a lower 54% who reported such a center available reasonably close to their homes in 1975.

—A majority of 53% feels that a concert hall where musical concerts or operas are performed is easily accessible to where they live, up 6 points from the 47% who felt the same way in 1975.

—A 57% majority reports now having an easily accessible museum with paintings and sculptures or with scientific or historical exhibits, up 8 points from 1975 when 49% reported having such museum facilities.

*Observation:*

*The trend since 1975 shows a sharp and steady upward surge in the numbers of people who have arts facilities easily accessible from their homes. This is tangible evidence of the impact of the growing demand for arts fare across the land. Even in a time when communities have been hard pressed to provide basic health and safety services, the surging growth of the arts is fully in evidence.*

*Nonetheless, it must also be pointed out that substantial minorities of the people report* not *having such facilities easily available: 33% report not having ready access to theater, 30% do not have a center nearby where they can learn arts and crafts, 46% have no concert hall near where they live, and 41% do not have a musuem accessible from where they live. The task of providing adequate cultural facilities to the people in this country is far from finished.*

*However, the significance of the growth of arts facilities during this period should not be underestimated. In contrast with the expansion of the arts, there has been a decline in the accessibility of non-arts facilities. The number who report having a park or botanical garden available from where they live has declined in the past five years from 72% to 66%. The number who have a stadium or arena where sports events take place is marginally off from 71% to 70%. As an exception to this trend, the number of people reporting that they had easy access to public tennis courts or golf courses rose from 79% to 86%.*

Of course, a real question that must be raised in view of the reported sharp increase in the accessibility of arts facilities is whether the demand has been met and there is now less need for comparable expansion in the near future. The facts indicate otherwise (Table 23):

—A substantial 61% of the American people want more children's theater performances in their community, up sharply from 50% who felt that way five years ago. Clearly, children's theatre may be viewed as an area in which demand has not been met.

A majority of 51% of the public nationwide wants more outdoor arts festivals, up from 47% who felt that way five years ago.

—A plurality of 50% expresses the desire for more exhibitions of painting or sculpture, up from 42% back in 1975.

—47% want more plays, musicals, pantomimes and other adult theater performances, up from 44% five years ago.

—46% nationwide want more classical music concerts or recitals, up 9 points from the 37% who felt that way five years ago.

—A plurality of 45% wants more folk or ethnic dance performances, up from 37% in 1975.

—44% of the entire adult public want more ballet or modern dance performances, up a full 9 points from 35% five years ago.

*Observation:*

*Significantly, seven of the nine kinds of events asked about are more in demand today than they were in 1975. This is highly significant, for it means that despite the growth of arts facilities and of numbers of performances and exhibits, the demand appears to be rising faster than ever.*

*The two other forms of entertainment asked about both show a falloff in public demand:*

*•Only 33% now say they want more sports events in their community, compared with a marginally higher 34% five years ago.*

*•The number nationwide who want more rock, country, and other popular music performances is 37%, down from 42% who felt that way back in 1975, a decline of 5 points.*

*Thus, as has been seen before in this survey, the demand for more arts performances is not part of a wholesale desire for more presentations of every form of entertainment. In fact, the demand for the arts appears to be increasing uniformly, while demand for sports and even popular music events appears to be tapering off. This is yet another example of what appears to be a veritable explosion taking place in the arts.*

*When asked if there are enough facilities for such creative activities in their community, by 54% to 44%, a majority says there are (Table 24). However, the 44% who feel that they do not have enough such facilities are a substantial part of the public. And, when broken down by key segments of the public, it is immediately evident where the sense of inadequacy resides:*

*•Among young people under 30, who are among the most active in the arts, 55% feel there simply are not enough facilities for the arts where they live.*

*•Among nonwhites, an even higher 60% feel that they just do not have the facilities available for the arts they would like to enjoy.*

*•Among those in the $7,500-$15,000 income group, a majority of 51% feels facilities available to them are inadequate in their communities.*

*•Among rural residents, 53% feel that the arts facilities open to them where they live are inadequate.*

*•By region, 50% of those who live in the South feel frustrated about the lack of arts facilities in their home area, as do 48% of those in the East. By contrast, a lower 42% in the Midwest and 28% in the West feel that arts facilities in their area are inadequate.*

*The fact that nationwide 44% feel they simply do not have sufficient arts facilities available to them is ample testimony to the universality of the desire for both participation in and exposure to arts events. This number is up from 39% who felt that way in 1975. By any measure, the deep-felt demand for the arts has yet to be met in the United States at the beginning of the decade of the 1980s.*

*When those who say there are not enough facilities are asked how important it is to them personally that there be more creative activities in their community in which to participate—such as local art and photography shows, street festivals, local music and drama groups or crafts groups—by 82% to 17%, a sizable majority says it is important to them (Table 25). It is again apparent that the appetite for participation in the arts has now reached massive proportions across the country.*

As demand has risen and as facilities have been built and adapted to meet the demand, many problems still must be overcome in order to optimize attendance at events such as performances of music, theater and dance (Table 26):

—A substantial 58% cite "not very many performances are given" in the area in which they live as a major or minor reason for not going out more often to performances, up from 51% five years ago.

—An even higher 64% feel that "ticket prices are too high" at performances they would like to attend, up from 60% who felt that way back in 1975.

—A majority of 58% of the public feel "it is too difficult to get from here (where they live) to places where performances are given," up from 51% five years ago.

—A 54% majority feel "it is so difficult to find a parking place" where live performances take place, up from 39% five years ago.

—A substantial 44% feel that "the cost of hiring a babysitter, eating out, and other such expenses are more than I can afford," up sharply from only 29% who felt that way in 1975.

—An even higher 48% feel that "it is difficult to get information on what performances are being given," up from a much lower 26% in 1975.

—44% of the public nationwide report that "tickets are usually too difficult to obtain," up from only 25% five years ago who cited the same reason.

—39% say that a reason for not going to an arts performance is that, in terms of quality, "performances given in this area are not usually worth the time, trouble, or money," up from 24% back in 1975.

—36% say that such "performances are usually given in neighborhoods or areas I prefer not to visit," up from 20% in 1975.

—40% report that "going out at night is a real worry," and, as a consequence, a reason for not attending more performances. This reason was not tested in 1975.

—Finally, 27% of the total adult population say they "feel out of place in the theaters and concert halls where performances are given," up from 14% five years earlier.

*Observation:*

*The roster of deterrents to higher attendance at performing arts events reflects the growing pains of a vastly expanded potential audience. It also is indicative of the inability of supply to keep up with the burgeoning demand, seen in such obvious problems as rising costs, cramped facilities, lack of adequate public notice of events taking place, and the inadequacy of the facilities available for such performances. Professionals who are directing arts events can remedy some of these perceived deterrents, for example, by giving adequate notice of performances, selecting sites for arts events that are closer to where people live, and helping people feel comfortable when they attend perhaps for the first time. But other needs cry out for more funds, possibly to subsidize the price of admission, which may be beyond the reach of sizable parts of the community, as well as to increase facilities such as parking and the number of performances available. But there is no doubt that the arts are confronted by a major challenge of how to meet the substantial growth in demand, while not discouraging potential attenders by less than satisfactory performances, inadequate support facilities, and prices that can cut off major segments of the market.*

A similar series of potential deterrents to attendance at museum shows was also asked about (Table 27):

—54% of the general public feel "it is too difficult to get from here (where they live) to museums," compared witht 49% who felt the same way back in 1975.

—53% feel that "there is always pretty much the same thing shown, so there is no need to go very often," up sharply from only 38% five years ago. Clearly, this is a powerful message to museums to vary their fare, especially pointing up the need to present and publicize their exhibits better.

—Underscoring this criticism, 60% nationwide say "there are not enough museum exhibitions in this area," up from 43% who made the same complaint five years earlier.

—47% say they are put off from going to museums more often because "it is so difficult to find a parking space," up from 29% who made a similar criticism back in 1975.

—An even 50% report that "it is difficult to get information on what exhibitions and activities are going on in museums," up dramatically from a lower 30% in 1975.

—41% say "the quality of exhibitions at museums in this area is not good enough to make going to them worthwhile," up from 27% five years ago.

—34% feel that "exhibitions are usually presented in neighborhoods or areas I prefer not to visit," more than double the 15% who said the same back in 1975.

—Roughly 1 in 3 adult Americans, 34%, feel "it is too expensive to go to museums," a dimension not tested five years ago.

—Finally, 26% say they "don't really feel comfortable going to museums," up sharply from only 11% who said the same five years ago.

***Observation:***

*Once again, the threshold perceived deterrents to greater museum attendance all have risen sharply over the past five years. This is partly a result of the press of accelerating demands and the difficulties arts institutions have in meeting them. But some of these deterrents are correctable by museums themselves: giving better notice of what is being shown, making people feel more comfortable when they go to a museum, bringing exhibits to the communities, and varying the shows. On a number of dimensions, the solutions are beyond the current reach of museums, usually because they involve the expenditure of monies that may not be available —for example, for better parking facilities, more exhibits, shows in neighborhoods, and better quality exhibits. Inescapably, the money dimension is a dominant one, today frustrating the arts in their yeoman effort to meet the rapidly growing demand. Significantly for arts institutions, public satisfaction with exposure to the arts might be rising, but so are the deterrents.*

# CHAPTER VI: THE UNFINISHED BUSINESS OF FINANCING THE ARTS IN THE 1980s

The cross section was asked its perception of how major community arts and non-arts disciplines and institutions are now financed. The results are revealing (Table 28):

—Most of the arts disciplines are viewed as being more self-supporting than are activities in the non-arts sector of nonprofit institutions. In first place are theater groups, viewed by 34% as mainly self-supporting. An equal 34% say the same about ballet and modern dance groups. Opera companies are believed to be mainly self-supporting by 31%, followed by symphony orchestras (29% say they are predominantly self-supporting). The one exception in the arts field is art museums, which only 13% feel are mainly self-supporting. Only 27% think that hospitals are mainly self-supporting, followed by 24% who feel this way about public tennis courts and golf courses, 18% about botanical gardens, 15% about zoos, 11% about science museums, 10% about historical museums, 10% about natural history museums, and 8% about public libraries.

—All arts institutions tested are perceived by the public to be much more dependent on private contributions than are other non-arts institutions. Again, in first place are theater groups, 42% of which are believed to be mainly dependent on private contributions. The same is said about symphony orchestras by 41%, about opera companies by 39%, about ballet or modern dance groups by 38%, and about art museums by 37%. Below these levels are botanical gardens at 28%, historical museums at 23%, science museums at 22%, natural history museums at 22%, zoos at 21%, public tennis courts and golf courses at 17%, hospitals at 15%, and public libraries at 13%.

—Finally, the arts institutions tested are perceived as being least dependent on governmental support. At the bottom of the list are theater groups, believed to be mainly dependent on government financial assistance by only 5%, followed by 6% feeling the same about ballet or modern dance groups, 6% about opera companies, 8% about symphony orchestras, and 24% about arts museums. In contrast, 63% feel that public libraries are dominantly government supported, 45% feel the same about public tennis courts and golf courses, 44% about historical museums, 44% about science museums, 43% about natural history museums, 40% about zoos, 33% about hospitals, and 27% about botanical gardens.

*Observation:*

*These results show that the arts are perceived as being more self-supporting, more dependent on private contributions, and* less *dependent on government than almost any other nonprofit institution on the list. This is significant, for it means that as much as arts funding from government might have increased in recent years, public perception that the arts are overfunded by government certainly is hard to find. Indeed, the reverse can be concluded: most people in America feel that the arts have not been heavily dependent on government at all. By the same token, however, a big majority of the public feels that the arts cannot make it on admission fees alone. They know they must seek financial assistance from both the private and public sector not only to survive but to meet the sharp upturn in demand for the arts.*

If one considers these perceptions, it comes as no surprise that by better than 2 to 1, or 66% to 31%, a big majority of the public feels that operating assistance ought to be given to the non-arts institutions by the federal government (Table 29). An even higher 77% to 20% majority feels that way about state government, and a 78% to 18% majority feels that way about local government financial help.

Somewhat lower majorities, but majorities all the same, feel that government at all levels should provide financial assistance to arts institutions—by 50% to 46% that the federal government should provide monies, by a higher 60% to 37% that state government financing is proper, and by 64% to 31% that local government ought to help finance the arts (Table 30).

Even higher majorities feels that both the arts and non-arts institutions should be assisted financially by the private sector. In the case of the arts institutions, by 72% to 22%, a big majority feels business and corporations ought to help financially. A 79% to 14% majority thinks that foundations should help, and 84% to 12% that individuals should contribute to the arts. In the case of non-arts institutions, a 71% to 24% majority feels that business should contribute financially to their operating costs, a 76% to 17% majority feels that way about private foundations, and 81% to 15% that individuals should contribute financially to their upkeep costs.

However, by a substantial 61% to 35%, the public demurs on the federal government financially assisting individual professional artists, such as musicians, painters, dancers, actors, and others (Table 31). Only a slightly smaller 59% to 37% majority feels the same about direct financial support by state government for individual artists. An identical 59% to 37% majority also opposes local governmental financial assistance to individual artists.

By contrast, a substantial 57% to 37% majority feels that corporations should give direct financial help to individual artists, up from a comparable 49% to 35% plurality who felt that way in 1975.

At the same time, a clear-cut 59% to 36% majority of the public nationwide feels that a plan can be derived under which government would give funds to arts organizations (Table 32). The plan of government matching $1 for every $3 that an institution raises from private sources provides a formula both for justifying governmental financial help and also for putting a limit on what the federal, state and local governments ought to contribute.

One of the key questions put to the members of the public nationally was just how much they would like to see the federal government contribute financially in support of the arts (Table 33). They were told that the nation now spends $600 per capita annually on defense, $130 for education, but no more than 70¢ per capita on the arts. Then, they were asked if they would be willing to pay $25 more in federal taxes a year, $15 more, $10 more, or $5 more, knowing that the money would be used to support arts and cultural activities and facilities. The results are striking in contrast with identical questions asked in 1975:

—A close majority of 51% to 45% of the public as a whole is now willing to see their taxes raised $25 a year to help federal financial assistance for the arts, a reversal of a 53% to 41% majority who opposed paying that much more in taxes for the arts five years ago.

—A clear-cut 59% to 39% majority now favors paying $15 more in taxes for such purposes, a complete turnabout from 1975 when a narrow 50% to 46% plurality opposed paying this much more in taxes for federal assistance to the arts.

—In the case of a $10 rise in federal taxes to pay for financial help for the arts, a 65% to 33% majority says they would be willing to pay such a tax hike, compared with a much closer 51% to 44% majority who felt the same five years ago.

—Finally, an overwhelming 70% to 28% of the public say they are willing to pay $5 more in taxes per year in order to support the arts federally, up from a 58% to 37% majority in 1975.

***Observation:***

*At a time when most Americans are not eager to see federal spending go up, a decisive 59% to 39% majority supports paying $15 more a year in taxes to assist the arts financially. Even higher majorities support paying $10 and $5 more in taxes for federal funding of the arts. It can be said definitively that this is one of the rare exceptions to an almost unbroken rule of not supporting increased federal spending. Perhaps more than any other set of results from this study, this is concrete and highly specific evidence that the arts in America have finally reached a mainstream status.*

# CHAPTER VII: THE ROLE OF THE ARTS IN THE NATION'S SCHOOLS

By an overwhelming 93% to 7%, a nearly unanimous public in this country feels that it is important for children who are in school to be exposed to theater, music, dance, exhibitions of paintings and sculpture, and similar cultural events (Table 34). This is even higher than the 91% to 7% majority who shared this same view in 1975.

When asked if school children in their area "have enough opportunities to hear music and go to plays and things like that," a clear 56% to 39% majority says they do not have enough opportunities today (Table 35). This marks a deterioration since 1975, when only a very narrow 43% to 42% plurality felt children in their area did not have enough cultural opportunities. Feeling most strongly about this lack of adequate exposure are young people under 30 (66% feel that way), nonwhites (53%), and residents of the South (63%).

Majorities of the public feel that a whole host of arts courses should be taught and that children should be given credit for such courses in their public education. (Table 36):

—By 79% to 17%, a majority feels that courses in writing stories or poems should be fully accredited.

—By 78% to 19%, an almost identical majority feels that full credits should be given for studying a musical instrument.

—By 75% to 22%, a majority also feels the same about courses in voice or singing.

—By 75% to 20%, a majority feels that way about accrediting courses in music appreciation.

—By 75% to 22%, a majority wants full credits given for courses in painting, drawing, or sculpture.

—By 72% to 23%, a majority wants to see courses in art appreciation receive full credit status.

—By 61% to 31%, a majority also wants credits given for courses in photography or filmmaking.

—By 59% to 32%, a majority favors giving full credits in school for children taking courses in acting.

—By 55% to 34%, a majority of the public nationwide also favors full credit for courses in ballet, modern dance or movement.

—By 52% to 39%, a majority also wants full accreditation for courses in making pottery, ceramics or other crafts.

—The only type of course asked about that fails to achieve a majority is weaving, needlepoint and other handwork, on which the public divides down the middle, 46% to 46%, over whether such courses should be fully accredited. However, by 92% to 7%, a nearly unanimous majority thinks such courses should be offered.

Finally, by a substantial 75% to 20%, a big majority of the public feels that courses such as these should be paid for by the school system as part of the regular school budget, whether they are accredited or not (Table 37).

*Observation:*

*By any measure, there is a clear-cut mandate in this study for the arts to be taught in schools, not on some after-school, noncredit basis, but as an integral and inportant part of the regular curriculum. By no stretch of the imagination do the American people feel that the arts are peripheral to a child's education, one of the first areas to be pared back in time of fiscal austerity and one of the last to be restored to the school budget. Indeed, parents tend to believe that the arts are a real motivator for their children and a spark to education.*

# A FINAL NOTE

In a period marked by high controversy over many facets of American life, the arts enjoy widespread and even overwhelming backing from the American people:

—By 95% to 4%, almost all people feel that "museums are an important resource for the whole community, because they tell us so much about the art and history of different cultures or about science and our environment" (Table 38).

—By an identical 95% to 4%, a majority also feels that "things like museums and theater and music performances make a community a better place to live" (Table 39).

—By 92% to 7%, a big majority also feels that "some means should be found to present more performances of music, theater and dance in all parts of the country so that all Americans have an opportunity to attend" (Table 40).

—By 89% to 9%, a majority also feels that "to see something performed live on stage is more meaningful and exciting than watching it on TV" (Table 41).

—By 72% to 24%, a majority holds the view that "most people enjoy attending arts events" (Table 42).

***Observation:***

*It is abundantly evident that the arts have now become a vital and positive force in the mainstream of American life.*

# APPENDIX A: TABLES

**TABLE 1: Work Hours and Hours Available for Leisure Per Week**

| | *Median Number of Hours* |
|---|---|
| **Work** | |
| 1980 | 46.9 |
| 1975 | 43.1 |
| 1973 | 40.6 |
| **Leisure** | |
| 1980 | 19.2 |
| 1975 | 24.3 |
| 1973 | 26.2 |

**Question 1a:** First, we would like to know approximately how many hours a week you spend at your job or occupation, and that includes keeping house or going to school as well as work for pay or profit. How many hours would you estimate you spend at work, housekeeping, or studies, including any travel time to and from the job or school?

**Question 1b:** And about how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go to the movies, theater, concerts, or other forms of entertainment, get together with friends, and so forth?

**TABLE 2: Average and Median Leisure Hours Available**

| | *Average Leisure Hours Available Per Week* | *Median Number of Leisure Hours* |
|---|---|---|
| **Total** | **23.2** | **19.2** |
| 18-29 years | 24.0 | 19.9 |
| 30-49 years | 20.2 | 17.2 |
| 50-64 years | 21.8 | 18.4 |
| 65 and over | 31.2 | 27.2 |
| Men | 25.6 | 20.9 |
| Women | 20.9 | 17.6 |
| White | 23.7 | 19.6 |
| Nonwhite | 19.9 | 15.6 |
| High school or less | 23.1 | 19.3 |
| Some college | 24.4 | 19.3 |
| College graduate | 22.7 | 19.1 |
| $7,500 and under | 25.6 | 20.5 |
| $7,501-15,000 | 22.7 | 18.6 |
| $15,001-25,000 | 22.5 | 19.0 |
| $25,001 and over | 22.7 | 19.3 |
| Cities | 24.6 | 20.5 |
| Suburbs | 23.5 | 18.6 |
| Towns | 22.0 | 19.0 |
| Rural | 21.6 | 19.3 |
| East | 24.4 | 20.7 |
| Midwest | 22.8 | 19.2 |
| South | 22.1 | 18.3 |
| West | 23.5 | 18.1 |
| **Heavy Attender** | | |
| Museum | 23.3 | 19.3 |
| Art museum | 22.6 | 18.6 |
| Classical music | 24.9 | 20.0 |
| Nonclassical music | 25.0 | 20.6 |
| Theater | 24.7 | 20.1 |
| Opera | 24.5 | 19.9 |
| Dance | 23.5 | 18.7 |

**Question 1b:** And about how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go the movies, theater, concerts, or other forms of entertainment, get together with friends, and so forth?

**TABLE 3: Patterns of Activity During Leisure Time**

| | *July 1980* | | | | | *June 1975* | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % | *Not Sure* % | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % | *Not Sure* % |
| Reading books | 40 | 35 | 17 | 8 | * | 42 | 30 | 14 | 14 | — |
| Social activities | 34 | 41 | 17 | 8 | * | 39 | 41 | 12 | 8 | * |
| Working in the garden | 24 | 27 | 18 | 31 | — | 31 | 25 | 13 | 31 | — |
| Outdoor activities such as hiking, boating, etc. | 23 | 27 | 20 | 29 | 1 | 25 | 25 | 16 | 34 | — |
| Engaging in handicrafts | 17 | 22 | 15 | 46 | * | 19 | 22 | 12 | 47 | — |
| Participating in sports | 16 | 23 | 18 | 42 | 1 | 17 | 24 | 14 | 45 | — |
| Attending spectator sports | 14 | 27 | 24 | 35 | * | 17 | 26 | 23 | 34 | — |
| Club and voluntary efforts in the community | 13 | 25 | 23 | 39 | * | x | x | x | x | x |
| Going to the movies | 10 | 27 | 35 | 28 | * | 16 | 32 | 28 | 24 | * |
| Engaging in the performing arts such as playing musical instruments, working with local theater groups, singing, dancing | 8 | 12 | 13 | 67 | * | 7 | 8 | 8 | 77 | * |
| Attending performing arts presentations | 7 | 27 | 26 | 40 | * | 8 | 25 | 20 | 47 | — |
| Going to art exhibits or museums | 7 | 27 | 34 | 32 | * | 9 | 28 | 24 | 38 | 1 |
| Engaging in art activities such as painting, drawing, etc. | 7 | 15 | 24 | 54 | * | 7 | 10 | 13 | 69 | 1 |
| Engaging in political activities | 4 | 9 | 16 | 71 | * | x | x | x | x | x |

**Question 2:** Now I'm going to read you a list of different types of activities people engage in, and for each type I would like you to tell me how much you do that kind of thing yourself — whether you generally do it a great deal, some but not a great deal, very little, or not at all.

*Less than 0.5%.
x = Not Asked.

**TABLE 4: Patterns of Activity in Selected Arts Categories**

| | *Attend Performing Arts* | | | | *Go To The Movies* | | | | *Go To Museums* | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % | *Great Deal* % | *Some* % | *Very Little* % | *Not At all* % | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % |
| **Total** | **7** | **27** | **26** | **40** | **10** | **27** | **35** | **28** | **7** | **27** | **34** | **32** |
| 18-29 years | 10 | 27 | 28 | 35 | 22 | 42 | 31 | 5 | 7 | 22 | 41 | 30 |
| 30-49 years | 7 | 30 | 29 | 34 | 8 | 32 | 42 | 8 | 6 | 34 | 37 | 23 |
| 50-64 years | 7 | 27 | 24 | 42 | 3 | 13 | 44 | 40 | 11 | 32 | 26 | 31 |
| 65 and over | 3 | 23 | 16 | 58 | 1 | 8 | 18 | 73 | 5 | 15 | 24 | 56 |
| Men | 7 | 25 | 28 | 40 | 10 | 31 | 36 | 23 | 6 | 25 | 39 | 30 |
| Women | 7 | 29 | 24 | 40 | 10 | 24 | 35 | 31 | 8 | 28 | 29 | 35 |
| White | 7 | 27 | 26 | 40 | 8 | 27 | 37 | 28 | 7 | 28 | 34 | 31 |
| Nonwhite | 9 | 26 | 24 | 40 | 19 | 29 | 26 | 26 | 5 | 18 | 33 | 44 |
| High school or less | 4 | 18 | 24 | 54 | 9 | 23 | 33 | 35 | 4 | 19 | 31 | 46 |
| Some college | 9 | 34 | 25 | 32 | 10 | 34 | 37 | 19 | 12 | 30 | 37 | 21 |
| College graduate | 13 | 40 | 29 | 18 | 11 | 31 | 38 | 20 | 9 | 39 | 37 | 15 |
| $7,500 or less | 7 | 20 | 18 | 55 | 6 | 19 | 21 | 54 | 3 | 16 | 24 | 57 |
| $7,501-15,000 | 6 | 18 | 28 | 48 | 11 | 26 | 33 | 30 | 6 | 19 | 38 | 37 |
| $15,001-25,000 | 7 | 24 | 28 | 41 | 11 | 34 | 35 | 20 | 7 | 28 | 36 | 29 |
| $25,001 and over | 9 | 37 | 28 | 26 | 11 | 29 | 45 | 15 | 9 | 37 | 35 | 19 |
| Cities | 11 | 31 | 24 | 34 | 11 | 30 | 33 | 26 | 8 | 31 | 30 | 31 |
| Suburbs | 8 | 29 | 26 | 37 | 12 | 27 | 38 | 23 | 10 | 27 | 35 | 28 |
| Towns | 4 | 25 | 30 | 41 | 9 | 26 | 40 | 25 | 6 | 25 | 37 | 32 |
| Rural | 3 | 20 | 24 | 53 | 7 | 24 | 31 | 38 | 3 | 23 | 35 | 39 |
| East | 11 | 32 | 23 | 34 | 11 | 26 | 36 | 27 | 8 | 30 | 31 | 31 |
| Midwest | 9 | 25 | 27 | 39 | 10 | 30 | 34 | 26 | 9 | 25 | 35 | 31 |
| South | 3 | 25 | 26 | 46 | 10 | 28 | 35 | 27 | 4 | 27 | 33 | 36 |
| West | 5 | 27 | 28 | 40 | 8 | 23 | 39 | 30 | 7 | 25 | 39 | 29 |

**Question 2:** Now I'm going to read you a list of different types of activities people engage in, and for each type I would like you to tell me how much you do that kind of thing yourself — whether you generally do it a great deal, some but not a great deal, very little, or not at all?

**TABLE 4: (Continued)**

| *Engage in Arts Activities: Painting, Sculpture, etc.* | | | | *Engage in Performing Arts: Play Instrument, Work with Local Theater Group, Singing, Dancing* | | | | *Read Books* | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % | *Great Deal* % | *Some* % | *Very Little* % | *Not At All* % |
| **7** | **15** | **24** | **54** | **8** | **12** | **13** | **67** | **40** | **35** | **17** | **8** |
| 11 | 20 | 27 | 42 | 12 | 16 | 18 | 54 | 36 | 36 | 17 | 12 |
| 7 | 14 | 28 | 51 | 8 | 12 | 14 | 66 | 43 | 34 | 17 | 6 |
| 5 | 11 | 19 | 65 | 6 | 9 | 6 | 79 | 40 | 35 | 18 | 7 |
| 2 | 7 | 17 | 74 | 4 | 9 | 8 | 79 | 40 | 34 | 17 | 9 |
| 7 | 13 | 29 | 51 | 10 | 10 | 11 | 69 | 31 | 37 | 22 | 10 |
| 7 | 16 | 19 | 58 | 6 | 13 | 14 | 67 | 48 | 33 | 13 | 6 |
| 7 | 15 | 25 | 54 | 8 | 12 | 12 | 68 | 40 | 35 | 18 | 7 |
| 9 | 14 | 20 | 57 | 10 | 12 | 14 | 64 | 39 | 36 | 16 | 9 |
| 5 | 12 | 18 | 65 | 7 | 7 | 12 | 74 | 33 | 34 | 21 | 12 |
| 12 | 14 | 28 | 46 | 12 | 16 | 12 | 60 | 51 | 32 | 14 | 3 |
| 8 | 19 | 32 | 41 | 9 | 18 | 14 | 59 | 46 | 39 | 13 | 2 |
| 8 | 11 | 13 | 68 | 9 | 7 | 12 | 72 | 37 | 30 | 18 | 15 |
| 5 | 16 | 21 | 58 | 9 | 9 | 13 | 69 | 38 | 34 | 20 | 8 |
| 8 | 15 | 28 | 49 | 6 | 12 | 16 | 66 | 38 | 38 | 16 | 8 |
| 7 | 15 | 29 | 48 | 9 | 15 | 13 | 63 | 41 | 37 | 16 | 6 |
| 8 | 15 | 26 | 51 | 11 | 12 | 14 | 63 | 43 | 34 | 17 | 6 |
| 8 | 14 | 24 | 54 | 8 | 11 | 12 | 69 | 41 | 34 | 16 | 9 |
| 8 | 18 | 22 | 52 | 7 | 10 | 13 | 70 | 35 | 36 | 19 | 10 |
| 5 | 13 | 22 | 60 | 4 | 14 | 11 | 71 | 37 | 37 | 17 | 9 |
| 7 | 12 | 23 | 58 | 7 | 13 | 12 | 68 | 40 | 36 | 14 | 10 |
| 5 | 17 | 26 | 52 | 8 | 13 | 14 | 65 | 43 | 33 | 17 | 7 |
| 8 | 12 | 20 | 60 | 8 | 10 | 11 | 71 | 35 | 36 | 21 | 8 |
| 9 | 20 | 28 | 43 | 10 | 12 | 14 | 64 | 42 | 35 | 17 | 6 |

**TABLE 5: Statements About Attendance at Cultural Events**

| | *July 1980* | | | *June 1975* | | |
|---|---|---|---|---|---|---|
| | *Agree** % | *Disagree*** % | *Not Sure* % | *Agree* % | *Disagree* % | *Not Sure* % |
| Arts and cultural activities are as important for a community to have as parks and recreational activities | 87 | 11 | 2 | 83 | 13 | 4 |
| There ought to be more theater and concert events in this community to enable more local residents to attend such events | 71 | 26 | 3 | 70 | 23 | 7 |
| If there were more theater and concert events in this community, I would attend more frequently | 64 | 35 | 1 | 54 | 40 | 6 |
| The cost of going to theaters or concert halls is the main reason most poeple don't go more often to performances of plays, music, or dance | 63 | 35 | 2 | 60 | 34 | 6 |
| If there were more showings in art museums in this community, I would attend more frequently | 62 | 37 | 1 | x | x | x |
| The arts can only be enjoyed by a privileged few who have the financial means to attend arts events | 39 | 59 | 2 | 46 | 48 | 6 |

**Question 6:** I would like to read you some statements people have made to us. For each statement, please tell me whether you tend to agree strongly with the statement, agree slightly, disagree slightly, or disagree strongly with the statement.

*Agree = "Agree Strongly" plus "Agree Slightly."
**Disagree = "Disagree Slightly" plus "Disagree Strongly."
x = Not Asked.

**TABLE 6A: Number of Times Attended Movies During Previous Twelve Months**

| | *July 1980* | *June 1975* |
|---|---|---|
| | *%* | *%* |
| None | 25 | 30 |
| Once | 8 | 9 |
| 2-3 times | 18 | 16 |
| 4-5 times | 10 | 14 |
| 6-10 times | 13 | 8 |
| 11-20 times | 13 | 12 |
| More than 20 times | 13 | 11 |
| Not sure | * | * |
| Median | 3 | 3 |

**TABLE 6B: Median Number of Times Attended Movies in Previous Twelve Months**

| | *July 1980* |
|---|---|
| **Total** | **3** |
| 18-29 years | 10 |
| 30-49 years | 4 |
| 50-64 years | 2 |
| 65 and over | 0 |
| $7,500 or less | 1 |
| $7,501-15,000 | 3 |
| $15,001-25,000 | 4 |
| $25,001 and over | 5 |
| **Heavy Attender** | |
| Museum | 7 |
| Art museum | 7 |
| Classical music | 5 |
| Nonclassical music | 13 |
| Theater | 7 |
| Opera, musical theater | 8 |
| Dance | 10 |

**Question 8:** Approximately how often did you go to the movies in the past twelve months?

*Less than 0.5%.

**TABLE 7A: Number of Times Attended Live Theater Performances in Previous Twelve Months**

| | *July 1980* | *June 1975* |
|---|---|---|
| | *%* | *%* |
| None | 41 | 59 |
| Once | 8 | 8 |
| 2-3 times | 22 | 15 |
| 4-5 times | 11 | 8 |
| 6-10 times | 10 | 6 |
| More than 10 times | 7 | 4 |
| Not sure | 1 | * |
| Median for those who attended at least once | 3 | 2 |

**TABLE 7B: Median Number of Times Attended Live Theater Performances in Previous Twelve Months**
(median for those who attended at least once)

| | *July 1980* |
|---|---|
| **Total** | **3** |
| 18-29 years | 3 |
| 30-49 years | 3 |
| 50-64 years | 3 |
| 65 and over | 3 |
| East | 4 |
| Midwest | 3 |
| South | 3 |
| West | 3 |
| **Heavy Attender** | |
| Museum | 5 |
| Art museum | 3 |
| Classical music | 9 |
| Nonclassical music | 4 |
| Opera, musical theater | 9 |
| Dance | 9 |

**Question 9b:** Approximately how many times did you go to live theater performances in the past twelve months, not counting any performances given by your children in connection with school or classes?

*Less than 0.5%.

**TABLE 8A: Number of Times Attended Live Popular Music Performances in Previous Twelve Months**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| None | 52 | 64 |
| Once | 9 | 9 |
| 2-3 times | 20 | 14 |
| 4-5 times | 8 | 5 |
| 6-10 times | 7 | 4 |
| More than 10 times | 5 | 4 |
| Not sure | * | * |
| Median for those who attended at least once | 3 | 3 |

**TABLE 8B: Median Number of Times Attended Live Popular Music Performances in Previous Twelve Months**
(median for those who attended at least once)

| | *July 1980* |
|---|---|
| **Total** | 3 |
| 18-29 years | 4 |
| 30-49 years | 3 |
| 50-64 years | 2 |
| 65 and over | 2 |
| **Heavy Attender** | |
| Museum | 3 |
| Art museum | 3 |
| Classical music | 5 |
| Theater | 4 |
| Opera, musical theater | 4 |
| Dance | 6 |

**Question 10b:** Approximately how many times did you go to live popular music performances in the past twelve months?

*Less than 0.5%.

**TABLE 9A: Number of Times Attended Live Classical Music Performances in Previous Twelve Months**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| None | 74 | 82 |
| Once | 6 | 5 |
| 2-3 times | 12 | 6 |
| 4-5 times | 3 | 3 |
| 6-10 times | 4 | 2 |
| More than 10 times | 2 | 2 |
| Not sure | * | * |
| Median for those who attended at least once | 3 | 3 |

**TABLE 9B: Median Number of Times Attended Live Classical Music Performances in Previous Twelve Months**
(median for those who attended at least once)

| | *July 1980* |
|---|---|
| **Total** | 3 |
| 18-29 years | 3 |
| 30-49 years | 3 |
| 50-64 years | 3 |
| 65 and over | 3 |
| East | 3 |
| Midwest | 3 |
| South | 2 |
| West | 3 |
| **Heavy Attender** | |
| Museum | 3 |
| Art museum | 4 |
| Nonclassical music | 3 |
| Theater | 3 |
| Opera, musical theater | 6 |
| Dance | 5 |

**Question 11d:** Approximately how many times did you go to live classical music or opera performances in the past twelve months, not counting performances given by your children in connection with school or classes?

*Less than 0.5%.

**TABLE 10: Frequency of Buying Records or Tapes of Classical Music**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| Frequently | 7 | 6 |
| Every once in a while | 15 | 13 |
| Only occasionally | 23 | 18 |
| Almost never | 34 | 20 |
| Never (vol.) | 21 | 43 |
| Not sure | * | * |

**Question 11a:** How often would you estimate you buy records or tapes of classical music — do you buy classical music records or tapes frequently, every once in a while, only occasionally, or almost never?

**TABLE 11: Frequency of Listening to Classical Music on Records, Tapes, or Radio**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| Frequently | 24 | 20 |
| Every once in a while | 22 | 17 |
| Only occasionally | 25 | 19 |
| Almost never | 20 | 17 |
| Never (vol.) | 9 | 27 |
| Not sure | * | * |

**Question 11b:** And how often do you listen to classical music, either on records or tapes or on the radio — do you listen to classical music frequently, every once in while, only occasionally, or almost never?

*Less than 0.5%.

**TABLE 12A: Number of Times Attended Live Opera or Musical Theater in Previous Twelve Months**

| | *July 1980* % |
|---|---|
| None | 74 |
| Once | 8 |
| 2-3 times | 11 |
| 4-5 times | 4 |
| 6-10 times | 2 |
| More than 10 times | 1 |
| Not sure | * |

**TABLE 12B: Median Number of Times Attended Live Opera or Musical Theater in Previous Twelve Months**
(median for those who attended at least once)

| | *July 1980* *Median* |
|---|---|
| **Total** | **2** |
| 18-29 years | 2 |
| 30-49 years | 2 |
| 50-64 years | 3 |
| 65 and over | 3 |
| East | 3 |
| Midwest | 2 |
| South | 2 |
| West | 2 |
| **Heavy Attender** | |
| Museum | 3 |
| Art museum | 3 |
| Classical music | 4 |
| Nonclassical music | 3 |
| Theater | 3 |
| Dance | 3 |

**Question 11f:** Approximately how many times did you go to live performances of opera or musical theater in the past twelve months, not counting performances given by your children in connection with school or classes?

*Less than 0.5%.

**TABLE 13: Attendance at Art Museums**

| | *None* % | *Once* % | *2-3 Times* % | *4-5 Times* % | *6-10 Times* % | *11-20 Times* % | *More Than 20 Times* % | *Not Sure* |
|---|---|---|---|---|---|---|---|---|
| **Total** | **40** | **16** | **23** | **9** | **7** | **4** | **1** | * |
| 18-29 years | 32 | 18 | 24 | 12 | 7 | 5 | 2 | * |
| 30-49 years | 35 | 18 | 27 | 9 | 8 | 3 | 1 | * |
| 50-64 years | 46 | 10 | 21 | 10 | 8 | 3 | 2 | * |
| 65 and over | 58 | 14 | 18 | 4 | 2 | 4 | 1 | — |
| Men | 39 | 17 | 23 | 9 | 7 | 3 | 1 | 1 |
| Women | 41 | 14 | 24 | 9 | 6 | 4 | 1 | * |
| White | 40 | 16 | 23 | 9 | 7 | 4 | 1 | * |
| Nonwhite | 41 | 14 | 22 | 10 | 7 | 4 | * | 2 |
| High school or less | 53 | 14 | 20 | 6 | 4 | 2 | 1 | * |
| Some college | 30 | 15 | 25 | 11 | 11 | 7 | 2 | * |
| College graduate | 22 | 19 | 29 | 14 | 8 | 5 | 3 | — |
| $7,500 or less | 58 | 11 | 18 | 5 | 3 | 3 | * | 1 |
| $7,501-15,000 | 48 | 15 | 23 | 7 | 5 | 2 | * | — |
| $15,001-25,000 | 35 | 20 | 21 | 10 | 6 | 5 | 3 | — |
| $25,001 and over | 28 | 16 | 28 | 14 | 10 | 4 | 1 | * |
| Cities | 35 | 16 | 23 | 9 | 10 | 5 | 2 | 1 |
| Suburbs | 35 | 14 | 28 | 10 | 7 | 4 | 2 | — |
| Towns | 43 | 15 | 22 | 12 | 4 | 3 | * | — |
| Rural | 51 | 17 | 18 | 8 | 4 | 1 | 1 | * |
| East | 41 | 9 | 23 | 10 | 8 | 6 | 3 | — |
| Midwest | 44 | 17 | 23 | 8 | 6 | 1 | 1 | — |
| South | 39 | 17 | 24 | 10 | 6 | 3 | * | 1 |
| West | 33 | 22 | 23 | 9 | 7 | 4 | 2 | — |

**Question 16a:** How many times, if any, did you visit art musuems that exhibit paintings, drawings, sculpture, etc., during the past twelve months?

*Less than 0.5%.

**TABLE 14: Median Number of Times People Attended All Museums and Art Museums**
(median for those who attended at least once)

| | *All Museum Median* | *Art Museum Median* |
|---|---|---|
| **Total** | **5** | **3** |
| 18-29 years | 6 | 3 |
| 30-49 years | 5 | 3 |
| 50-64 years | 5 | 3 |
| 65 and over | 4 | 2 |
| Men | 5 | 3 |
| Women | 5 | 3 |
| White | 5 | 3 |
| Nonwhite | 5 | 3 |
| High school or less | 4 | 2 |
| Some college | 7 | 3 |
| College graduate | 6 | 3 |
| $7,500 or less | 4 | 3 |
| $7,501-15,000 | 5 | 2 |
| $15,001-25,000 | 6 | 3 |
| $25,001 and over | 6 | 3 |
| Cities | 6 | 3 |
| Suburbs | 5 | 3 |
| Towns | 5 | 3 |
| Rural | 5 | 2 |
| East | 7 | 2 |
| Midwest | 5 | 2 |
| South | 5 | 3 |
| West | 5 | 2 |
| **Heavy Attender** | | |
| Art museum | 15 | x |
| Classical music | 13 | 5 |
| Nonclassical music | 7 | 3 |
| Theater | 8 | 2 |
| Opera, musical theater | 9 | 4 |
| Dance | 12 | 5 |

**Question 16a:** How many times, if any, did you visit art museums that exhibit paintings, drawings, sculpture, etc., during the past twelve months?
**Question 16b:** And how many times did you visit science or natural history museums during the past twelve months?
**Question 16c:** And how about history museums which preserve objects from the past — including historic buildings or sites — how many times did you visit history museums in the past twelve months?

x = Not asked.

**TABLE 15: Attendance at all Museums**

| | *None* % | *Once* % | *2-3 Times* % | *4-5 Times* % | *6-10 Times* % | *11-20 Times* % | *More Than 20 Times* % |
|---|---|---|---|---|---|---|---|
| **Total** | **27** | **9** | **15** | **15** | **18** | **10** | **7** |
| 18-29 years | 17 | 9 | 16 | 14 | 22 | 12 | 10 |
| 30-49 years | 19 | 9 | 16 | 18 | 21 | 11 | 6 |
| 50-64 years | 33 | 10 | 11 | 13 | 16 | 11 | 7 |
| 65 and over | 53 | 7 | 12 | 12 | 7 | 5 | 4 |
| Men | 23 | 9 | 15 | 17 | 18 | 11 | 7 |
| Women | 30 | 9 | 14 | 13 | 18 | 10 | 7 |
| White | 26 | 9 | 14 | 15 | 18 | 10 | 7 |
| Nonwhite | 29 | 11 | 16 | 14 | 16 | 10 | 4 |
| High school or less | 38 | 10 | 15 | 14 | 13 | 7 | 4 |
| Some college | 15 | 8 | 14 | 13 | 23 | 17 | 10 |
| College graduate | 13 | 7 | 14 | 19 | 25 | 11 | 11 |
| $7,500 or less | 46 | 10 | 15 | 10 | 9 | 6 | 4 |
| $7,501-15,000 | 33 | 10 | 14 | 16 | 16 | 7 | 3 |
| $15,001-25,000 | 22 | 8 | 13 | 16 | 21 | 10 | 10 |
| $25,001 and over | 15 | 7 | 15 | 16 | 24 | 15 | 8 |
| Cities | 24 | 10 | 12 | 16 | 19 | 12 | 8 |
| Suburbs | 21 | 8 | 16 | 16 | 20 | 11 | 8 |
| Towns | 29 | 7 | 14 | 16 | 18 | 8 | 8 |
| Rural | 35 | 10 | 16 | 11 | 15 | 9 | 3 |
| East | 27 | 8 | 11 | 13 | 19 | 11 | 10 |
| Midwest | 31 | 7 | 15 | 14 | 17 | 11 | 6 |
| South | 25 | 11 | 17 | 15 | 18 | 10 | 5 |
| West | 20 | 10 | 16 | 19 | 19 | 9 | 7 |

**Question 16a:** How many times, if any, did you visit art museums that exhibit paintings, drawings, sculpture, etc., during the past twelve months?

**Question 16b:** And how many times did you visit science or natural history museums during the past twelve months?

**Question 16c:** And how about history museums which preserve objects from the past — including historic buildings or sites — how many times did you visit history museums in the past twelve months?

**TABLE 16A: Number of Times Attended Dance Performances in Previous Twelve Months**

| | *July 1980* % | *June 1975* % | *January 1973* % |
|---|---|---|---|
| None | 75 | 84 | 91 |
| Once | 7 | 6 | 4 |
| 2-3 times | 10 | 6 | 3 |
| 4-5 times | 4 | 2 | 1 |
| 6-10 times | 2 | 1 | * |
| More than 10 times | 1 | 1 | * |
| Not sure | * | * | 1 |
| Median for those who attended at least once | 2 | 2 | 2 |

**TABLE 16B: Median Number of Times Attended Dance Performances in Previous Twelve Months**
(median for those who attended at least once)

| | *July 1980* |
|---|---|
| **Total** | **2** |
| 18-29 years | 3 |
| 30-49 years | 2 |
| 50-64 years | 3 |
| 65 and over | 2 |
| White | 2 |
| Nonwhite | 3 |
| East | 3 |
| Midwest | 3 |
| South | 2 |
| West | 2 |
| **Heavy Attender** | |
| Museum | 3 |
| Art museum | 3 |
| Classical music | 3 |
| Nonclassical music | 3 |
| Theater | 3 |
| Opera, musical theater | 3 |

**Question 12b:** Approximately how many times did you go to live performances of ballet or modern dance, or folk or ethnic dance, in the past twelve months, not counting performances given by your children in connection with school or classes?

*Less than 0.5%.

**TABLE 17: Evaluation of Economic, Social and Cultural Programs as Important** to Have**

| | *1980* | | | *1975* | | |
|---|---|---|---|---|---|---|
| | *Important* % | *Not Important* % | *Not Sure* % | *Important* % | *Not Important* % | *Not Sure* % |
| Better schools | 91 | 8 | 1 | 89 | 10 | 1 |
| More efficient public transportation which would also cut down on gasoline consumption*** | 91 | 8 | 1 | 88 | 11 | 1 |
| Improved medical facilities and other health services | 90 | 9 | 1 | 91 | 8 | 1 |
| Good roads and highways | 90 | 9 | 1 | 90 | 9 | 1 |
| Tougher law enforcement by the police and courts | 90 | 9 | 1 | 89 | 11 | * |
| Better housing for lower income people in the community | 85 | 13 | 2 | 85 | 13 | 2 |
| More parks and recreational facilities | 82 | 18 | * | 84 | 15 | 1 |
| More and better arts and cultural facilities for both the performing and the visual arts | 81 | 18 | 1 | 77 | 22 | 1 |

**Question 18:** How important do you feel it is to have (READ EACH ITEM) — very important, somewhat important, of minor importance, or not at all important?

*Less than 0.5%.
**Important = "Very Important" plus "Somewhat Important."
Not Important = "Of Minor Importance" plus "Not at all Important."
***In 1975 "Cut Down on Pollution" was in place of "Cut Down on Gasoline Consumption."

**TABLE 18: What People Find the Arts Provide**

| | *Give You an Uplift From Everyday Experiences* | | | *Are a Positive Experience In a Troubled World* | | |
|---|---|---|---|---|---|---|
| | *Arts Do* % | *Arts Don't* % | *Not Sure* % | *Arts Do* % | *Arts Don't* % | *Not Sure* % |
| **Total** | **75** | **22** | **3** | **75** | **19** | **6** |
| 18-29 years | 73 | 26 | 1 | 79 | 20 | 1 |
| 30-49 years | 79 | 18 | 3 | 78 | 17 | 5 |
| 50-64 years | 75 | 20 | 5 | 73 | 20 | 7 |
| 65 and over | 67 | 25 | 8 | 64 | 24 | 12 |
| Men | 70 | 27 | 3 | 72 | 22 | 6 |
| Women | 79 | 17 | 4 | 78 | 17 | 5 |
| White | 75 | 21 | 4 | 76 | 18 | 6 |
| Nonwhite | 69 | 27 | 4 | 68 | 25 | 7 |
| High school or less | 68 | 27 | 5 | 66 | 25 | 9 |
| Some college | 79 | 20 | 1 | 82 | 17 | 1 |
| College graduate | 85 | 14 | 1 | 88 | 10 | 2 |
| $7,500 and under | 71 | 21 | 8 | 65 | 24 | 11 |
| $7,501-15,000 | 75 | 21 | 4 | 78 | 16 | 6 |
| $15,001-25,000 | 76 | 22 | 2 | 74 | 21 | 4 |
| $25,001 and over | 74 | 23 | 3 | 80 | 17 | 3 |
| Cities | 76 | 21 | 3 | 75 | 19 | 6 |
| Suburbs | 77 | 21 | 2 | 81 | 15 | 4 |
| Towns | 71 | 24 | 5 | 70 | 25 | 5 |
| Rural | 73 | 22 | 5 | 71 | 22 | 7 |
| East | 74 | 22 | 4 | 77 | 18 | 5 |
| Midwest | 72 | 23 | 5 | 71 | 23 | 6 |
| South | 79 | 18 | 3 | 76 | 18 | 6 |
| West | 75 | 24 | 1 | 78 | 18 | 4 |

**Question 17a:** Different people get different things out of the arts. As far as you are concerned, do you ever find the arts (READ EACH ITEM), or not?

*Less than 0.5%.

**TABLE 18 (continued)**

| | *Allow You to Find A Source of Creative Expression and Experience That is Rare* | | | *Just Give You Pure Pleasure to Experience or Participate In* | | |
|---|---|---|---|---|---|---|
| | *Arts Do* % | *Arts Don't* % | *Not Sure* % | *Arts Do* % | *Arts Don't* % | *Not Sure* % |
| **Total** | **70** | **25** | **5** | **80** | **16** | **4** |
| 18-29 years | 79 | 21 | * | 88 | 11 | 1 |
| 30-49 years | 73 | 23 | 4 | 83 | 14 | 3 |
| 50-64 years | 62 | 30 | 8 | 76 | 17 | 7 |
| 65 and over | 57 | 27 | 16 | 64 | 28 | 8 |
| Men | 67 | 28 | 5 | 76 | 20 | 4 |
| Women | 72 | 22 | 6 | 84 | 12 | 4 |
| White | 69 | 25 | 6 | 81 | 15 | 4 |
| Nonwhite | 74 | 20 | 6 | 76 | 17 | 7 |
| High school or less | 66 | 26 | 8 | 75 | 19 | 6 |
| Some college | 70 | 27 | 3 | 84 | 15 | 1 |
| College graduate | 77 | 20 | 3 | 88 | 11 | 1 |
| $7,500 and under | 63 | 24 | 13 | 70 | 21 | 9 |
| $7,501-15,000 | 71 | 22 | 7 | 80 | 16 | 4 |
| $15,001-25,000 | 72 | 24 | 4 | 82 | 15 | 3 |
| $25,001 and over | 69 | 27 | 4 | 84 | 13 | 3 |
| Cities | 76 | 20 | 4 | 80 | 16 | 4 |
| Suburbs | 68 | 26 | 6 | 84 | 12 | 4 |
| Towns | 68 | 27 | 5 | 78 | 18 | 4 |
| Rural | 64 | 27 | 9 | 77 | 19 | 4 |
| East | 67 | 26 | 5 | 82 | 15 | 3 |
| Midwest | 69 | 25 | 6 | 78 | 18 | 4 |
| South | 71 | 25 | 4 | 80 | 16 | 4 |
| West | 70 | 21 | 9 | 81 | 14 | 5 |

*Less than 0.5%.

**TABLE 19: Activities Engaged In***

| | *Play a Musical Instrument* % | *Work with Local Theater Group* % | *Engage in Photography* % | *Ballet or Modern Dance* % | *Folk or Ethnic Dance* % |
|---|---|---|---|---|---|
| **Total** | **30** | **5** | **44** | **20** | **18** |
| 18-29 years | 41 | 7 | 49 | 29 | 17 |
| 30-49 years | 31 | 4 | 49 | 17 | 18 |
| 50-64 years | 20 | 6 | 41 | 18 | 21 |
| 65 and over | 19 | 4 | 31 | 12 | 13 |
| Men | 30 | 6 | 51 | 18 | 19 |
| Women | 30 | 5 | 39 | 22 | 17 |
| White | 30 | 5 | 45 | 18 | 16 |
| Nonwhite | 28 | 8 | 39 | 33 | 27 |
| High school or less | 20 | 4 | 34 | 19 | 17 |
| Some college | 37 | 7 | 57 | 21 | 19 |
| College graduate | 43 | 8 | 56 | 20 | 19 |
| $7,500 or less | 23 | 5 | 29 | 18 | 15 |
| $7,501-15,000 | 29 | 8 | 39 | 20 | 17 |
| $15,001-25,000 | 27 | 6 | 51 | 22 | 19 |
| $25,001 and over | 37 | 5 | 53 | 20 | 19 |
| Cities | 28 | 7 | 46 | 22 | 16 |
| Suburbs | 33 | 6 | 48 | 22 | 20 |
| Towns | 28 | 5 | 42 | 13 | 14 |
| Rural | 29 | 2 | 40 | 17 | 20 |
| East | 26 | 5 | 43 | 20 | 17 |
| Midwest | 33 | 6 | 46 | 20 | 19 |
| South | 33 | 5 | 38 | 18 | 18 |
| West | 27 | 6 | 56 | 22 | 18 |

*"Do at least every once in a while."

TABLE 19: (Continued)

| | *Paint, Draw* % | *Pottery, Ceramics* % | *Sing In Group* % | *Needle-point, Weaving* % | *Sculpture, Work With Clay* % | *Write Stories or Poems* % |
|---|---|---|---|---|---|---|
| **Total** | **28** | **18** | **21** | **42** | **10** | **22** |
| 18-29 years | 43 | 25 | 24 | 44 | 15 | 33 |
| 30-49 years | 28 | 19 | 22 | 41 | 9 | 23 |
| 50-64 | 17 | 14 | 18 | 41 | 7 | 15 |
| 65 and over | 15 | 8 | 19 | 42 | 6 | 12 |
| Men | 28 | 10 | 16 | 14 | 9 | 20 |
| Women | 28 | 26 | 26 | 68 | 11 | 25 |
| White | 28 | 18 | 20 | 43 | 9 | 21 |
| Nonwhite | 28 | 18 | 29 | 35 | 13 | 28 |
| High school or less | 23 | 18 | 18 | 42 | 8 | 16 |
| Some college | 36 | 25 | 25 | 41 | 14 | 31 |
| College graduate | 33 | 15 | 24 | 43 | 12 | 28 |
| $7,500 or less | 24 | 15 | 22 | 45 | 8 | 23 |
| $7,501-15,000 | 29 | 18 | 19 | 45 | 12 | 19 |
| $15,001-25,000 | 30 | 20 | 24 | 41 | 11 | 25 |
| $25,001 and over | 26 | 18 | 22 | 39 | 10 | 23 |
| Cities | 32 | 14 | 19 | 40 | 9 | 27 |
| Suburbs | 30 | 23 | 19 | 44 | 12 | 22 |
| Towns | 27 | 21 | 23 | 46 | 11 | 19 |
| Rural | 22 | 15 | 26 | 42 | 8 | 18 |
| East | 27 | 18 | 15 | 43 | 10 | 20 |
| Midwest | 26 | 16 | 21 | 39 | 9 | 23 |
| South | 26 | 19 | 28 | 47 | 8 | 21 |
| West | 36 | 20 | 20 | 40 | 15 | 26 |

**Question 7:** Let me read you some activities that some people do at least every once in a while. Please tell me whether you yourself do each of these activities at least every once in a while, or not?

*"Do at least every once in a while."

**TABLE 20: Importance of Arts Facilities**

| | *To Quality of Life in the Community* % | *To Business and Economy of the Community* % |
|---|---|---|
| Very important | 68 | 58 |
| Somewhat important | 24 | 28 |
| Of minor importance | 5 | 9 |
| Not at all important | 2 | 3 |
| Not sure | 1 | 2 |

**Question 3b:** Whether or not you are personally interested in having facilities like museums, theaters and concert halls in the community, how important do you think it is to the quality of life in the community to have such things available — very important, somewhat important, of minor importance, or not at all important?

**Question 3c:** How important do you think it is to the business and economy of the community to have facilities like museums, theaters, and concert halls available — very important, somewhat important, of minor importance, or not at all important?

**TABLE 21: Whether a Particular Arts Facility is Easily Accessible from Home**

| | *July 1980* | | | *June 1975* | | |
|---|---|---|---|---|---|---|
| | *Is* % | *Is Not* % | *Not Sure* % | *Is* % | *Is Not* % | *Not Sure* % |
| Public library | 92 | 7 | 1 | 92 | 7 | 1 |
| Public tennis court or golf course | 86 | 13 | 1 | 79 | 15 | 6 |
| Movie theater | 85 | 15 | * | 84 | 14 | 2 |
| Stadium or arena where sports events take place | 70 | 29 | 1 | 71 | 24 | 5 |
| Park or botanical garden | 66 | 33 | 1 | 72 | 24 | 4 |
| Theater where plays or musicals are performed | 66 | 33 | 1 | 58 | 34 | 8 |
| Community, neighborhood, or recreational center where people can learn various arts and crafts | 63 | 30 | 7 | 54 | 34 | 12 |
| Museum with painting and sculpture or with scientific or historical exhibits | 57 | 41 | 2 | 49 | 42 | 9 |
| Concert hall where musical concerts or operas are performed | 53 | 46 | 1 | 47 | 45 | 8 |

**Question 3a:** Is there a (READ EACH ITEM) that is easily accessible from your home, or not?

*Less than 0.5%.

**TABLE 22: Accessibility of Various Cultural and Sports Activities From Home**

| | *Theater where Plays or Musicals are Performed* | | | *Concert Hall where Music Concerts or Operas are Performed* | | | *Museum with Painting and Sculpture or with Scientific or Historical Exhibits* | | | *Community, Neighborhood, or Recreational Center Where People Can Learn Various Arts and Crafts* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *Is* | *Is Not* | *Not Sure* | *Is* | *Is Not* | *Not Sure* | *Is* | *Is Not* | *Not Sure* | *Is* | *Is Not* | *Not Sure* |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Total** | **66** | **33** | **1** | **53** | **46** | **1** | **57** | **41** | **2** | **63** | **30** | **7** |
| 18-29 years | 68 | 30 | 2 | 58 | 41 | 1 | 59 | 39 | 2 | 63 | 31 | 6 |
| 30-49 years | 71 | 28 | 1 | 57 | 42 | 1 | 62 | 36 | 2 | 65 | 28 | 7 |
| 50-64 years | 63 | 36 | 1 | 49 | 48 | 3 | 57 | 41 | 2 | 61 | 30 | 9 |
| 65 and over | 54 | 44 | 2 | 38 | 60 | 2 | 40 | 59 | 1 | 62 | 34 | 4 |
| Men | 68 | 30 | 2 | 57 | 41 | 2 | 58 | 41 | 1 | 60 | 33 | 7 |
| Women | 63 | 36 | 1 | 49 | 49 | 2 | 56 | 42 | 2 | 66 | 28 | 6 |
| White | 67 | 31 | 2 | 53 | 45 | 2 | 58 | 40 | 2 | 63 | 30 | 7 |
| Nonwhite | 55 | 45 | * | 51 | 48 | 1 | 49 | 48 | 3 | 62 | 33 | 5 |
| High school or less | 57 | 41 | 2 | 43 | 55 | 2 | 48 | 50 | 2 | 60 | 33 | 7 |
| Some college | 70 | 28 | 2 | 57 | 39 | 4 | 64 | 34 | 2 | 63 | 31 | 6 |
| College graduate | 78 | 21 | 1 | 68 | 31 | 1 | 69 | 30 | 1 | 70 | 24 | 6 |
| $7,500 or less | 49 | 48 | 3 | 41 | 57 | 2 | 42 | 56 | 2 | 58 | 33 | 9 |
| $7,501-15,000 | 60 | 38 | 2 | 43 | 55 | 32 | 47 | 51 | 2 | 58 | 33 | 9 |
| $15,001-25,000 | 66 | 33 | 1 | 50 | 48 | 2 | 58 | 40 | 2 | 61 | 32 | 7 |
| $25,001 and over | 76 | 23 | 1 | 66 | 33 | 1 | 68 | 31 | 1 | 68 | 26 | 6 |
| Cities | 73 | 26 | 1 | 67 | 30 | 3 | 66 | 32 | 2 | 63 | 26 | 11 |
| Suburbs | 70 | 28 | 2 | 57 | 41 | 2 | 63 | 36 | 1 | 73 | 22 | 5 |
| Towns | 70 | 28 | 2 | 44 | 55 | 1 | 59 | 38 | 3 | 68 | 28 | 4 |
| Rural | 47 | 52 | 1 | 31 | 67 | 2 | 35 | 64 | 1 | 49 | 46 | 5 |
| East | 68 | 31 | 1 | 55 | 45 | * | 58 | 41 | 1 | 63 | 30 | 7 |
| Midwest | 67 | 30 | 3 | 52 | 46 | 2 | 59 | 39 | 2 | 62 | 31 | 7 |
| South | 61 | 38 | 1 | 48 | 48 | 4 | 50 | 48 | 2 | 60 | 34 | 6 |
| West | 67 | 31 | 2 | 56 | 42 | 2 | 62 | 36 | 2 | 71 | 23 | 6 |

**Question 3a:** Is there a (READ EACH ITEM ) that is easily accessible from your home, or not?

**TABLE 23: Need for More Arts**

| | *Children's Theater Performances* | | | *Plays, Musicals, Pantomimes, Other Adult Theater Performances* | | | *Ballet or Modern Dance Performances* | | | *Folk or Ethnic Dance Performances* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *Should Be More* % | *Enough* % | *Not Sure* % | *Should Be More* % | *Enough* % | *Not Sure* % | *Should Be More* % | *Enough* % | *Not Sure* % | *Should Be More* % | *Enough* % | *Not Sure* % |
| **Total** | **61** | **25** | **14** | **47** | **47** | **6** | **44** | **44** | **12** | **45** | **43** | **12** |
| 18-29 years | 72 | 20 | 8 | 56 | 41 | 3 | 54 | 39 | 7 | 55 | 36 | 9 |
| 30-49 years | 61 | 28 | 11 | 44 | 51 | 5 | 42 | 44 | 14 | 44 | 45 | 11 |
| 50-64 years | 57 | 26 | 17 | 45 | 49 | 6 | 43 | 46 | 11 | 44 | 44 | 12 |
| 65 and over | 45 | 30 | 25 | 36 | 48 | 16 | 33 | 49 | 18 | 29 | 49 | 22 |
| Men | 57 | 28 | 15 | 45 | 49 | 6 | 40 | 48 | 12 | 42 | 46 | 12 |
| Women | 65 | 23 | 12 | 48 | 45 | 7 | 49 | 40 | 11 | 47 | 40 | 13 |
| White | 58 | 27 | 15 | 44 | 49 | 7 | 43 | 45 | 12 | 42 | 45 | 13 |
| Nonwhite | 79 | 15 | 6 | 61 | 34 | 5 | 55 | 36 | 9 | 58 | 32 | 10 |
| High school or less | 63 | 23 | 14 | 47 | 44 | 9 | 42 | 44 | 14 | 45 | 42 | 13 |
| Some college | 61 | 24 | 15 | 47 | 46 | 7 | 52 | 38 | 10 | 46 | 41 | 13 |
| College graduate | 58 | 30 | 12 | 46 | 51 | 3 | 44 | 47 | 9 | 45 | 45 | 10 |
| $7,500 or less | 62 | 22 | 16 | 47 | 41 | 12 | 44 | 40 | 16 | 43 | 39 | 18 |
| $7,501-15,000 | 67 | 20 | 13 | 49 | 43 | 8 | 46 | 40 | 14 | 48 | 41 | 11 |
| $15,001-25,000 | 63 | 25 | 12 | 52 | 45 | 3 | 44 | 45 | 11 | 45 | 44 | 11 |
| $25,001 and over | 58 | 30 | 12 | 42 | 54 | 4 | 45 | 46 | 9 | 45 | 45 | 10 |
| Cities | 62 | 23 | 15 | 47 | 47 | 6 | 49 | 41 | 10 | 48 | 42 | 10 |
| Suburbs | 56 | 27 | 17 | 43 | 50 | 7 | 42 | 45 | 13 | 41 | 44 | 15 |
| Towns | 61 | 28 | 11 | 45 | 48 | 7 | 41 | 44 | 15 | 48 | 39 | 13 |
| Rural | 67 | 24 | 9 | 53 | 42 | 5 | 45 | 45 | 10 | 43 | 47 | 10 |
| East | 63 | 23 | 14 | 52 | 44 | 4 | 48 | 43 | 9 | 49 | 38 | 13 |
| Midwest | 61 | 28 | 11 | 46 | 47 | 7 | 43 | 44 | 13 | 44 | 45 | 11 |
| South | 63 | 24 | 13 | 47 | 47 | 6 | 44 | 44 | 12 | 44 | 43 | 13 |
| West | 55 | 26 | 19 | 39 | 52 | 9 | 42 | 45 | 13 | 40 | 48 | 12 |

**Question 4:** Do you feel there should be more (READ EACH ITEM) presented in this area, or do you think enough are already being given?

**TABLE 23 (Continued)**

| *Classical Music Concerts/ Recitals* | | | *Exhibitions of Painting or Sculpture* | | | *Popular Music Performances* | | | *Outdoor Arts Festivals* | | | *Sports Events* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Should Be More* | *Enough* | *Not Sure* | *Should Be More* | *Enough* | *Not Sure* | *Should Be More* | *Enough* | *Not Sure* | *Should Be More* | *Enough* | *Not Sure* | *Should Be More* | *Enough* | *Not Sure* |
| *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* | *%* |
| **46** | **47** | **7** | **50** | **44** | **6** | **37** | **59** | **4** | **51** | **43** | **6** | **33** | **64** | **3** |
| 51 | 45 | 4 | 62 | 36 | 2 | 54 | 45 | 51 | 66 | 32 | 2 | 44 | 55 | 1 |
| 42 | 51 | 7 | 50 | 44 | 6 | 33 | 64 | 3 | 49 | 45 | 6 | 29 | 70 | 1 |
| 49 | 44 | 7 | 44 | 48 | 8 | 31 | 64 | 5 | 46 | 50 | 4 | 31 | 66 | 3 |
| 38 | 46 | 16 | 38 | 50 | 12 | 22 | 68 | 10 | 33 | 51 | 16 | 22 | 70 | 8 |
| 43 | 50 | 7 | 48 | 44 | 8 | 38 | 59 | 3 | 48 | 47 | 5 | 32 | 66 | 2 |
| 47 | 45 | 8 | 53 | 43 | 4 | 36 | 60 | 4 | 54 | 40 | 6 | 33 | 63 | 4 |
| 43 | 50 | 7 | 47 | 47 | 6 | 35 | 61 | 4 | 47 | 47 | 6 | 30 | 68 | 2 |
| 63 | 32 | 5 | 68 | 24 | 8 | 45 | 50 | 5 | 73 | 22 | 5 | 50 | 47 | 3 |
| 45 | 45 | 10 | 51 | 41 | 8 | 44 | 52 | 4 | 54 | 38 | 8 | 39 | 59 | 2 |
| 49 | 46 | 5 | 51 | 43 | 6 | 33 | 64 | 3 | 52 | 46 | 2 | 31 | 64 | 5 |
| 45 | 51 | 4 | 48 | 49 | 3 | 27 | 70 | 3 | 46 | 50 | 4 | 23 | 76 | 1 |
| 47 | 39 | 14 | 52 | 37 | 11 | 38 | 52 | 10 | 50 | 39 | 11 | 35 | 59 | 6 |
| 47 | 45 | 8 | 53 | 42 | 5 | 44 | 52 | 4 | 59 | 36 | 6 | 36 | 62 | 2 |
| 45 | 49 | 6 | 52 | 43 | 5 | 38 | 60 | 2 | 54 | 42 | 4 | 34 | 64 | 2 |
| 45 | 51 | 4 | 47 | 49 | 4 | 30 | 68 | 2 | 44 | 53 | 3 | 29 | 70 | 1 |
| 46 | 47 | 7 | 55 | 39 | 6 | 33 | 64 | 3 | 56 | 40 | 4 | 33 | 65 | 2 |
| 45 | 47 | 8 | 46 | 47 | 7 | 35 | 61 | 4 | 48 | 46 | 6 | 30 | 66 | 4 |
| 45 | 47 | 8 | 49 | 46 | 5 | 41 | 55 | 4 | 49 | 46 | 5 | 35 | 64 | 1 |
| 46 | 47 | 7 | 51 | 43 | 6 | 42 | 53 | 5 | 50 | 42 | 8 | 34 | 64 | 2 |
| 46 | 48 | 6 | 53 | 40 | 7 | 41 | 54 | 5 | 58 | 36 | 6 | 36 | 60 | 4 |
| 43 | 47 | 10 | 48 | 46 | 6 | 33 | 63 | 4 | 50 | 45 | 5 | 31 | 68 | 1 |
| 49 | 44 | 7 | 54 | 42 | 4 | 40 | 57 | 3 | 51 | 44 | 5 | 35 | 63 | 2 |
| 42 | 50 | 8 | 43 | 48 | 9 | 32 | 66 | 2 | 41 | 51 | 8 | 27 | 69 | 4 |

**TABLE 24: Whether There Are Enough Facilities for Creative Activities in Which People Can Actively Participate**

| | *Are Enough Facilities* % | *Not Enough Facilities* % | *Not Sure* % |
|---|---|---|---|
| **Total** | **54** | **44** | **2** |
| 18-29 years | 44 | 55 | 1 |
| 30-49 years | 54 | 43 | 3 |
| 50-64 years | 59 | 37 | 4 |
| 65 and over | 64 | 33 | 3 |
| Men | 57 | 41 | 2 |
| Women | 51 | 46 | 3 |
| White | 56 | 41 | 3 |
| Nonwhite | 36 | 60 | 4 |
| High school or less | 49 | 48 | 3 |
| Some college | 53 | 45 | 2 |
| College graduate | 62 | 36 | 2 |
| $7,500 or less | 51 | 45 | 4 |
| $7,501-15,000 | 45 | 51 | 4 |
| $15,001-25,000 | 53 | 46 | 1 |
| $25,001 and over | 59 | 38 | 3 |
| Cities | 54 | 43 | 3 |
| Suburbs | 56 | 40 | 4 |
| Towns | 59 | 37 | 4 |
| Rural | 46 | 53 | 1 |
| East | 49 | 48 | 3 |
| Midwest | 54 | 42 | 4 |
| South | 49 | 50 | 1 |
| West | 68 | 28 | 4 |

**Question 5a:** As far as you personally are concerned, are there enough facilities for creative activities in your community — things like local art and photography shows, street festivals, local music and drama groups, or craft groups — that you can actively participate in, or not?

**TABLE 25: Whether It Is Personally Important** To People To Have More Creative Activities In The Community In Which They Could Actively Participate**
**Base: Do Not Feel There Are Enough Facilities for Creative Activities In Their Community**

| | *Important* % | *Not Important* % | *Not Sure* % |
|---|---|---|---|
| **Total** | **82** | **17** | **1** |
| 18-29 years | 90 | 10 | * |
| 30-49 years | 81 | 17 | 2 |
| 50-64 years | 76 | 23 | 1 |
| 65 and over | 69 | 29 | 2 |
| Men | 79 | 19 | 2 |
| Women | 83 | 16 | 1 |
| White | 81 | 18 | 1 |
| Nonwhite | 85 | 14 | 1 |
| High school or less | 79 | 19 | 2 |
| Some college | 85 | 15 | — |
| College graduate | 86 | 12 | 2 |
| $7,500 or less | 74 | 24 | 2 |
| $7,501-15,000 | 88 | 11 | 1 |
| $15,001-25,000 | 85 | 13 | 2 |
| $25,001 and over | 81 | 19 | — |
| Cities | 83 | 16 | 1 |
| Suburbs | 79 | 19 | 2 |
| Towns | 84 | 16 | — |
| Rural | 82 | 18 | * |
| East | 84 | 15 | 1 |
| Midwest | 75 | 23 | 2 |
| South | 85 | 15 | * |
| West | 79 | 19 | 2 |

**Question 5b:** As far as you personally are concerned, how important is it for there to be more creative activities in your community that you could actively participate in — things like local art and photography shows, street festivals, local music and drama groups, or crafts groups — would you say that having more such things is very important to you, somewhat important, of minor importance, or not at all important?

*Less than 0.5%.
**"Important" = "Very Important" plus "Somewhat Important."
"Not Important" = "Of Minor Importance" Plus "Not Important At All."

**TABLE 26: Reasons Why People Do Not Go Out More Often to Performances of Things Like Music, Theater, and Dance**

| | *1980* | | | | *1975* | | | |
|---|---|---|---|---|---|---|---|---|
| | *Major Reason %* | *Minor Reason %* | *Not A Reason %* | *Not Sure %* | *Major Reason %* | *Minor Reason %* | *Not A Reason %* | *Not Sure %* |
| Not very many performances are given in this area | 35 | 23 | 40 | 2 | 32 | 19 | 48 | 1 |
| Ticket prices are too high | 33 | 31 | 34 | 2 | 33 | 27 | 39 | 1 |
| It is too difficult to get from here to places where performances are given | 29 | 29 | 42 | * | 29 | 22 | 48 | 1 |
| It is so difficult to find a parking place | 25 | 29 | 45 | 1 | 16 | 23 | 58 | 3 |
| The costs of hiring a babysitter, eating out, etc. are more than I can afford | 21 | 23 | 55 | 1 | 16 | 13 | 70 | 1 |
| It is difficult to get information on what performances are being given | 20 | 28 | 51 | 1 | 10 | 16 | 71 | 3 |
| Going out at night is a real worry | 20 | 20 | 59 | 1 | x | x | x | x |
| Tickets are usually too difficult to obtain | 15 | 29 | 54 | 2 | 8 | 17 | 70 | 5 |
| The quality of performances given in this area are not usually worth the time, trouble, or money | 14 | 25 | 58 | 3 | 10 | 14 | 68 | 8 |
| Performances are usually given in neighborhoods or areas I prefer not to visit | 11 | 25 | 63 | 1 | 8 | 12 | 78 | 2 |
| I feel out of place in the theaters and concert halls where performances are given | 7 | 20 | 72 | 1 | 5 | 9 | 85 | 1 |

**Question 13:** I would like to read you some reasons people have given us why they do not go out more often to performances of things like music, theater, and dance. For each, would you tell me whether it is a major reason you don't go out more often to live performances, is it a minor reason, or is it not a reason at all for not going out more often to live performances?

*Less than 0.5%.
x = Not asked.

**TABLE 27: Reasons Why People Do Not Go To Museums More Often**

| | 1980 | | | | 1975 | | | |
|---|---|---|---|---|---|---|---|---|
| | *Major Reason %* | *Minor Reason %* | *Not A Reason %* | *Not Sure %* | *Major Reason %* | *Minor Reason %* | *Not A Reason %* | *Not Sure %* |
| It is too difficult to get from here to museums | 27 | 27 | 45 | 1 | 25 | 24 | 50 | 1 |
| It is so difficult to find a parking place | 19 | 28 | 52 | 1 | 9 | 20 | 68 | 3 |
| The quality of exhibitions at museums in this area is not good enough to make going to them worthwhile | 13 | 28 | 56 | 3 | 10 | 17 | 68 | 5 |
| There is always pretty much the same thing shown, so there is no need to go very often | 23 | 30 | 43 | 4 | 18 | 20 | 56 | 6 |
| Exhibitions are usually presented in neighborhoods or areas I prefer not to visit | 8 | 26 | 64 | 2 | 5 | 10 | 83 | 3 |
| It is difficult to get information on what exhibitions and activities are going on in museums | 19 | 31 | 49 | 1 | 11 | 19 | 66 | 4 |
| I don't really feel comfortable going to museums | 5 | 21 | 73 | 1 | 3 | 8 | 87 | 2 |
| It is too expensive to go to museums | 10 | 24 | 64 | 2 | x | x | x | x |
| There are not enough museum exhibitions in this area | 35 | 25 | 38 | 2 | 27 | 16 | 52 | 4 |

**Question 16d:** I would like to read you some reasons people have given us why they do not go to museums more often. For each, would you tell me whether it is a major reason why you do not go to museums more often, a minor reason, or not a reason at all.

x = Not asked.

**TABLE 28: Whether Various Arts and Non-Arts Organizations are Believed to be Generally Self-Supporting or Depend on Contributions and Support**

| | *Self-Supporting* % | *Depend On Private Contributions* % | *Depend On Government Support* % | *All/ Both (Vol.)* % | *Not Sure* % |
|---|---|---|---|---|---|
| **Arts organizations** | | | | | |
| Theater groups | 34 | 42 | 5 | 10 | 9 |
| Ballet or modern dance troupes | 34 | 38 | 6 | 11 | 11 |
| Opera companies | 31 | 39 | 6 | 10 | 14 |
| Symphony orchestras | 29 | 41 | 8 | 11 | 11 |
| Arts museums | 13 | 37 | 24 | 15 | 11 |
| **Non-Arts organizations** | | | | | |
| Hospitals | 27 | 15 | 33 | 20 | 5 |
| Public tennis courts and golf courses | 24 | 17 | 45 | 7 | 6 |
| Botanical gardens | 18 | 28 | 27 | 11 | 16 |
| Zoos | 15 | 21 | 40 | 15 | 9 |
| Science museums | 11 | 22 | 44 | 13 | 10 |
| Historical museums | 10 | 23 | 44 | 14 | 9 |
| Natural history museums | 10 | 22 | 43 | 14 | 10 |
| Public libraries | 8 | 13 | 63 | 9 | 7 |

**Question 19:** Now I'm going to read you some different places and organizations, and I would like you to tell me whether you think they generally get enough money from fees, admissions, sales, dues, etc., to be self-supporting, or must they generally rely also on contributions from individuals and business or support from government sources. From what you know or have heard, are (READ EACH ITEM) generally self-supporting on money earned, or do they usually also have to depend on private contributions, or do they usually also have to depend on government support?

**TABLE 29: Whether Government, Business, Foundations, or Individuals Should Provide Assistance to Non-Arts Organizations**

| | *Should Provide* % | *Should Not* % | *Not Sure* % |
|---|---|---|---|
| Federal government | 66 | 31 | 3 |
| State government | 77 | 20 | 3 |
| Municipal and county government | 78 | 18 | 4 |
| Business and corporations | 71 | 24 | 5 |
| Foundations | 76 | 17 | 7 |
| Individuals | 81 | 15 | 4 |

**Question 20b:** If public libraries, natural history museums, zoos, and historical museums need financial assistance to operate, do you feel (READ EACH ITEM) should provide assistance, or not?

**TABLE 30: Whether Government, Business, Foundations or Individuals Should Provide Assistance to Arts Organizations**

| | *Should Provide* % | *Should Not* % | *Not Sure* % |
|---|---|---|---|
| Federal government | 50 | 46 | 4 |
| State government | 60 | 37 | 3 |
| Municipal and county government | 64 | 31 | 5 |
| Business and corporations | 72 | 22 | 6 |
| Foundations | 79 | 14 | 7 |
| Individuals | 84 | 12 | 4 |

**Question 20a:** If arts organizations — such as art museums, dance, opera, and theater groups, and symphony orchestras — need financial assistance to operate, do you feel that (READ EACH ITEM) should provide assistance, or not?

**TABLE 31: People Who Believe Individual Professional Artists Should Receive Financial Assistance From Governments or Businesses If Needed To Continue Artistic Professions**

| | *Should Help* % | *Should Not Help* % | *Not Sure* % |
|---|---|---|---|
| **Federal government** | | | |
| July 1980 | 35 | 61 | 4 |
| June 1975 | 29 | 58 | 13 |
| **State government** | | | |
| July 1980 | 37 | 59 | 4 |
| June 1975 | 31 | 56 | 13 |
| **Local government** | | | |
| July 1980 | 37 | 59 | 4 |
| June 1975 | 31 | 55 | 14 |
| **Businesses/corporations** | | | |
| July 1980 | 57 | 37 | 6 |
| June 1975 | 49 | 35 | 16 |

**Question 21a:** Do you think that the federal government should help individual professional artists — such as musicians, painters, dancers, actors, etc. — if they need financial assistance to continue their artistic professions, or not?

**Question 21b:** And the state government — should it help individual professional artists if they need financial assistance to continue their artistic professions, or not?

**Question 21c:** What about the local municipal or county government — should it help individual professional artists if they need financial assistance to continue their artistic professions, or not?

**Question 21d:** And businesses and corporations — do you think businesses and corporations should provide financial assistance to individual professional artists if they need financial assistance to continue their artistic professions, or not?

**TABLE 32: Attitudes Toward An Incentive Plan To Stimulate Private Giving To The Arts, Under Which For Every $3 An Arts Organization Or Institution Raises From Private Sources, Government Would Contribute $1**

| | *Favor* % | *Oppose* % | *Not Sure* % |
|---|---|---|---|
| **Total** | **59** | **36** | **5** |
| 18-29 years | 75 | 23 | 2 |
| 30-49 years | 58 | 40 | 2 |
| 50-64 years | 48 | 47 | 5 |
| 65 and over | 48 | 39 | 13 |
| Men | 57 | 41 | 2 |
| Women | 61 | 32 | 7 |
| White | 57 | 38 | 5 |
| Nonwhite | 71 | 22 | 7 |
| High school or less | 60 | 33 | 7 |
| Some college | 57 | 41 | 2 |
| College graduate | 59 | 39 | 2 |
| $7,500 or less | 62 | 27 | 11 |
| $7,501-15,000 | 62 | 32 | 5 |
| $15,001-25,000 | 61 | 37 | 2 |
| $25,001 and over | 57 | 41 | 2 |
| Cities | 66 | 31 | 3 |
| Suburbs | 58 | 37 | 5 |
| Towns | 57 | 37 | 6 |
| Rural | 53 | 41 | 6 |
| East | 64 | 31 | 5 |
| Midwest | 57 | 40 | 3 |
| South | 59 | 37 | 4 |
| West | 55 | 38 | 7 |

**Question 21e:** Do you favor or oppose an incentive plan to stimulate private giving to the arts, under which for every $3 that an arts organization or institution raises from private sources, government would contribute $1?

**TABLE 33: Willingness To Pay Extra Amounts In Taxes If Money Would Be Used To Support Arts And Cultural Activities And Facilities**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| **$25 More** | | |
| Willing | 51 | 41 |
| Not willing | 45 | 53 |
| Not sure | 4 | 6 |
| **$15 More** | | |
| Willing | 59 | 46 |
| Not willing | 39 | 50 |
| Not sure | 2 | 4 |
| **$10 More** | | |
| Willing | 65 | 51 |
| Not willing | 33 | 44 |
| Not sure | 2 | 5 |
| **$5 More** | | |
| Willing | 70 | 58 |
| Not willing | 28 | 37 |
| Not sure | 2 | 5 |

**Question 22a:** The federal government now pays out over $600 per capita for defense, $130 for education, and no more than 70 cents per capita for the arts. Would you be willing to pay $25 more in taxes per year if you knew that the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

**Question 22b:** How about a rise of $15 — would you be willing to pay $15 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

**Question 22c:** How about a rise of $10 — would you be willing to pay $10 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

**Question 22d:** How about a rise of $5 — would you be willing to pay $5 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

**TABLE 34: Importance** of Exposure of School-Age Children to Theater, Music, Dance, Etc.**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| Important | 93 | 91 |
| Not important | 7 | 7 |
| Not sure | * | 2 |

**Question 14a:** Now I'd like to talk for a while about children of school age. Thinking about children who are in school, how important would you say it is for children of that age to be exposed to theater, music, dance, exhibitions of paintings and sculpture, and similar cultural events — would you say it is very important, somewhat important, of minor importance, or not at all important?

*Less than 0.5%.
**"Important" = "Very important" plus "Somewhat important".
"Not important" = "Of minor importance" plus "Not important at all".

**TABLE 35: Adequacy of Opportunities for School-Age Children in Home Area to Hear Music, Go To Plays, Etc.**

| | *Have Enough Opportunities* % | *Not Enough Opportunities* % | *Not Sure* % |
|---|---|---|---|
| **Total** | **39** | **56** | **5** |
| 18-29 years | 30 | 66 | 4 |
| 30-49 years | 39 | 56 | 5 |
| 50-64 years | 44 | 49 | 7 |
| 65 and over | 50 | 44 | 6 |
| Men | 42 | 51 | 7 |
| Women | 36 | 59 | 5 |
| White | 39 | 56 | 5 |
| Nonwhite | 42 | 53 | 5 |
| East | 42 | 54 | 4 |
| Midwest | 40 | 55 | 5 |
| South | 32 | 63 | 5 |
| West | 44 | 46 | 10 |
| **June 1975 Total** | **42** | **43** | **15** |

**Question 14b:** And from what you know or have heard, would you say that school children in this area have enough opportunities to hear music and go to plays and thing like that, or not?

**TABLE 36: Attitudes Toward Offering Classes in The Arts in Public Schools: Teach for Credit; Offer, But Not for Credit; Should Not Be Offered At All**

| | *Teach For Credit* % | *Non-Credit* % | *Not At All* % | *Not Sure* % |
|---|---|---|---|---|
| Writing stories or poems | 79 | 17 | 3 | 1 |
| Playing a musical instrument | 78 | 19 | 2 | 1 |
| Drawing, painting, or sculpture | 75 | 22 | 2 | 1 |
| Voice or singing | 75 | 22 | 2 | 1 |
| Music appreciation | 75 | 20 | 3 | 2 |
| Art appreciation | 72 | 23 | 3 | 2 |
| Photography or filmmaking | 61 | 31 | 6 | 2 |
| Acting | 59 | 32 | 7 | 2 |
| Ballet, nodern dance, or movement | 55 | 34 | 9 | 2 |
| Making pottery, ceramics, or other crafts | 52 | 39 | 7 | 2 |
| Weaving, needlepoint, or other handwork | 46 | 46 | 7 | 1 |

**Question 14c:** Some people think that classes in the arts for children should be taught in public schools, just like math or science or English. Other people think that classes like those should be given, but only after school or as a noncredit activity; and still other don't think they should be given at all. In your opinion, should the public schools in this area teach courses in (READ EACH ITEM) for credit, should it be an after-school or noncredit course, or should it not be offered at all?

**TABLE 37: Whether Arts Courses in Public Schools Should Be Paid for by the School System as Part of the Regular School Budget**

| | *July 1980* % | *June 1975* % |
|---|---|---|
| Paid for from regular school budget | 75 | 79 |
| Not paid from regular School budget | 20 | 12 |
| Should not be offered at all (vol.) | * | 1 |
| Not sure | 5 | 8 |

**Question 14d:** Do you think that arts courses like the ones we have just discussed — whether offered for credit or not for credit — should be paid for by the school system as part of the regular school budget, or should the cost of such courses not come from the regular school budget?

*Less than 0.5%.

**TABLE 38: Attitudes Toward Importance of Museums**

| | *Museums are an Important Resource for the Whole Community, Because They Tell Us So Much About the Art and History of Different Cultures or About Science and Our Environment* | | |
|---|---|---|---|
| | *Agree* % | *Disagree* % | *Not Sure* % |
| **Total** | **95** | **4** | **1** |
| 18-29 years | 95 | 4 | — |
| 30-49 years | 96 | 3 | 1 |
| 50-64 years | 94 | 4 | 2 |
| 65 and over | 90 | 6 | 4 |
| Men | 95 | 4 | 1 |
| Women | 94 | 4 | 2 |
| White | 95 | 4 | 1 |
| Nonwhite | 92 | 7 | 1 |
| High school or less | 93 | 5 | 2 |
| Some college | 96 | 3 | 1 |
| College graduate | 97 | 3 | * |
| $7,500 and under | 90 | 5 | 5 |
| $7,501-15,000 | 95 | 4 | 1 |
| $15,001-25,000 | 96 | 3 | 1 |
| $25,001 and over | 96 | 4 | 1 |
| Cities | 95 | 4 | 1 |
| Suburbs | 95 | 4 | 1 |
| Towns | 96 | 2 | 2 |
| Rural | 93 | 5 | 2 |
| East | 93 | 5 | 2 |
| Midwest | 95 | 4 | 1 |
| South | 96 | 4 | * |
| West | 94 | 4 | 2 |

*Less than 0.5%.

**TABLE 39: Attitudes Toward Arts In The Community**

| | *Things Like Museums and Theater and Music Performances Make a Community a Better Place To Live In* | | |
|---|---|---|---|
| | *Agree* % | *Disagree* % | *Not Sure* % |
| **Total** | **95** | **4** | **1** |
| 18-29 years | 96 | 4 | * |
| 30-49 years | 95 | 4 | 1 |
| 50-64 years | 94 | 5 | 1 |
| 65 and over | 93 | 5 | 2 |
| Men | 96 | 4 | * |
| Women | 94 | 5 | 1 |
| White | 96 | 3 | 1 |
| Nonwhite | 89 | 10 | 1 |
| High school or less | 93 | 6 | 1 |
| Some college | 97 | 3 | * |
| College graduate | 98 | 1 | 1 |
| $7,500 and under | 91 | 7 | 2 |
| $7,501-15,000 | 94 | 5 | 1 |
| $15,001-25,000 | 95 | 4 | 1 |
| $25,001 and over | 98 | 2 | * |
| Cities | 95 | 4 | 1 |
| Suburbs | 97 | 2 | 1 |
| Towns | 93 | 6 | 1 |
| Rural | 93 | 6 | 1 |
| East | 95 | 4 | 1 |
| Midwest | 94 | 5 | 1 |
| South | 95 | 4 | 1 |
| West | 94 | 5 | 1 |

*Less than 0.5%.

**TABLE 40: Attitudes Toward Availability Of Arts Presentations**

| | *Some Means Should Be Found to Present More Performances of Music, Theater, and Dance in all Parts of the Country So That All Americans Have an Opportunity To Attend* | | |
|---|---|---|---|
| | *Agree* % | *Disagree* % | *Not Sure* % |
| **Total** | **92** | **7** | **1** |
| 18-29 years | 95 | 5 | * |
| 30-49 years | 93 | 6 | 1 |
| 50-64 years | 91 | 8 | 1 |
| 65 and over | 85 | 10 | 5 |
| Men | 92 | 7 | 1 |
| Women | 91 | 7 | 2 |
| White | 92 | 6 | 2 |
| Nonwhite | 90 | 10 | — |
| High school or less | 89 | 9 | 2 |
| Some college | 93 | 5 | 2 |
| College graduate | 95 | 4 | 1 |
| $7,500 and under | 86 | 11 | 3 |
| $7,501-15,000 | 92 | 7 | 1 |
| $15,001-25,000 | 92 | 7 | 1 |
| $25,001 and over | 95 | 4 | 1 |
| Cities | 92 | 7 | 1 |
| Suburbs | 93 | 6 | 1 |
| Towns | 91 | 7 | 2 |
| Rural | 88 | 9 | 3 |
| East | 94 | 5 | 1 |
| Midwest | 90 | 8 | 2 |
| South | 92 | 8 | * |
| West | 90 | 8 | 2 |

*Less than 0.5%.

**TABLE 41: Evaluation of Live vs. Televised Performances**

| | *To See Something Performed Live on Stage is More Meaningful and Exciting Than Watching it on TV* | | |
|---|---|---|---|
| | *Agree* | *Disagree* | *Not Sure* |
| | % | % | % |
| **Total** | **89** | **9** | **2** |
| 18-29 years | 91 | 9 | — |
| 30-49 years | 91 | 7 | 2 |
| 50-64 years | 90 | 8 | 2 |
| 65 and over | 81 | 16 | 3 |
| Men | 90 | 9 | 1 |
| Women | 89 | 9 | 2 |
| White | 90 | 8 | 2 |
| Nonwhite | 86 | 13 | 1 |
| High school or less | 86 | 12 | 2 |
| Some college | 91 | 8 | 1 |
| College graduate | 94 | 5 | 1 |
| $7,500 and under | 85 | 13 | 2 |
| $7,501-15,000 | 89 | 9 | 2 |
| $15,001-25,000 | 91 | 8 | 1 |
| $25,001 and over | 92 | 8 | * |
| Cities | 89 | 10 | 1 |
| Suburbs | 91 | 8 | 1 |
| Towns | 90 | 10 | * |
| Rural | 89 | 9 | 2 |
| East | 89 | 8 | 3 |
| Midwest | 89 | 11 | * |
| South | 92 | 7 | 1 |
| West | 86 | 13 | 1 |

**Question 15a:** I would like to read you some other statements people have made to us. For each, would you please tell me whether you tend to agree strongly, agree slightly, disagree slightly, or disagree strongly.

*Less than 0.5%.

**TABLE 42: Attitudes Toward Enjoyment By Public of Sports and of The Arts**

| | *Most People Enjoy Attending Sports Events* | | | *Most People Enjoy Attending Arts Events* | | |
|---|---|---|---|---|---|---|
| | *Agree* % | *Disagree* % | *Not Sure* % | *Agree* % | *Disagree* % | *Not Sure* % |
| **Total** | **92** | **7** | **1** | **72** | **24** | **4** |
| 18-29 years | 96 | 4 | — | 78 | 20 | 2 |
| 30-49 years | 94 | 6 | * | 75 | 21 | 4 |
| 50-64 years | 90 | 9 | 1 | 68 | 27 | 5 |
| 65 and over | 85 | 12 | 3 | 58 | 32 | 10 |
| Men | 94 | 6 | * | 73 | 23 | 4 |
| Women | 91 | 8 | 1 | 71 | 24 | 5 |
| White | 92 | 7 | 1 | 72 | 24 | 4 |
| Nonwhite | 94 | 6 | — | 74 | 22 | 4 |
| High school or less | 92 | 7 | 1 | 70 | 25 | 5 |
| Some college | 92 | 7 | 1 | 71 | 25 | 4 |
| College graduate | 93 | 7 | * | 75 | 22 | 3 |
| $7,500 and under | 89 | 9 | 2 | 68 | 23 | 9 |
| $7,501-15,000 | 93 | 7 | * | 72 | 22 | 6 |
| $15,001-25,000 | 93 | 6 | 1 | 74 | 24 | 2 |
| $25,001 and over | 94 | 6 | — | 72 | 25 | 3 |
| Cities | 91 | 8 | 1 | 72 | 24 | 4 |
| Suburbs | 92 | 8 | * | 72 | 24 | 4 |
| Towns | 93 | 7 | — | 74 | 23 | 3 |
| Rural | 92 | 6 | 2 | 70 | 24 | 6 |
| East | 93 | 6 | 1 | 73 | 23 | 4 |
| Midwest | 91 | 8 | 1 | 70 | 25 | 5 |
| South | 93 | 7 | * | 75 | 21 | 4 |
| West | 91 | 8 | * | 67 | 28 | 5 |

**Question 15b, d:** I would like to read you some other statements people have made to us. For each, would you please tell me whether you tend to agree strongly, agree slightly, disagree slightly, or disagree strongly.

*Less than 0.5%.

# APPENDIX B: METHODOLOGY

This third *Americans and the Arts* survey was conducted by telephone among a nationwide cross section of 1,501 adults aged 18 and over between July 17th and 28th, 1980.

The national sample was drawn to reflect, within 1%, the actual proportions of those living in the country in different regions and metropolitan (and nonmetropolitan) areas. Multistage cluster sampling was used to select states (not including Alaska and Hawaii), then counties, and then minor civil divisions with probability proportional to census estimates of their respective household populations.

For each of these Primary Sampling Units telephone exchanges and the next two digits in the telephone numbers were chosen on a random basis. Interviewers then added two randomly generated digits to complete a seven-digit number. This process guaranteed the inclusion in the sample of individuals who had unlisted numbers as well as those whose telephones were not yet listed.

For the purposes of analysis the data have been tabulated by key demographic subgroupings of the national population and by the size of place and geographic region in which respondents live.

The regions used are:

**East:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, Maryland, New Jersey, New York, Pennsylvania, Washington, D.C., West Virginia, Delaware

**Midwest:** Illinois, Indiana, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

**South:** Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, Arkansas, Louisiana, Oklahoma, Texas

**West:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming, California, Oregon, Washington

Weighting, as is usual in the processing of data, was carried out in a two-state procedure. First, the sample was weighted on the basis of the latest data about U.S. household income distribution. This was done to allow for proper inclusion of low-income households, which are biased against in telephone surveys. Second-stage weighting was then carried out on the age, sex, and race figures in order to bring them into line with their actual proportions in the population.

The following table indicates the number of interviews conducted within each subgrouping and the weighted percentages of the total:

| | *Number of Interviews* | *Weighted % of Total* |
|---|---|---|
| **Total** | **1,501** | **100** |
| **Age** | | |
| 18-29 years | 451 | 29 |
| 30-45 years | 595 | 33 |
| 50-64 years | 298 | 21 |
| 65 and over | 148 | 15 |
| **Sex** | | |
| Men | 735 | 47 |
| Women | 766 | 53 |
| **Race** | | |
| White | 1,270 | 86 |
| Nonwhite | 222 | 14 |
| **Education** | | |
| High school or less | 807 | 53 |
| Some college | 260 | 18 |
| College graduate | 433 | 29 |
| **Income** | | |
| $7,500 or less | 195 | 17 |
| $7,501-$15,000 | 329 | 20 |
| $15,001-25,000 | 463 | 21 |
| $25,001 and over | 421 | 34 |
| **Size of Place** | | |
| Cities | 480 | 31 |
| Suburbs | 433 | 31 |
| Towns | 229 | 15 |
| Rural | 359 | 23 |
| **Region** | | |
| East | 407 | 28 |
| Midwest | 401 | 26 |
| South | 439 | 28 |
| West | 254 | 17 |

*Subgroups do not always add to 100% because some responses were refused.

# APPENDIX C: THE QUESTIONNAIRE

LOUIS HARRIS AND ASSOCIATES, INC.
630 Fifth Avenue, New York, N.Y. 10020

Study No. 802519

July 1980

FOR OFFICE USE ONLY:

Questionnaire No. _____5-6-7-8

Sample Pt. No. _____10-11-12-13-14

Interviewer's Name (PLEASE PRINT): _____

Telephone No. _____

---

Hello, I'm _____from Louis Harris and Associates, the national research firm in New York. We are conducting a survey and would like to ask you some questions, if you don't mind.

---

Are you 18 years of age or older? (IF NO, ASK IF ANYONE IN HOUSEHOLD IS 18 YEARS OLD OR OLDER AND ASK TO SPEAK WITH THAT PERSON. IF NO ONE IN HOUSEHOLD IS 18 OR OLDER, SCREEN OUT)

Yes . . . . . _____(CONTINUE WITH QUESTIONNAIRE)

No . . . . . _____(NONELIGIBLE)

Refused . . . . . _____(REFUSAL)

FROM OBSERVATION: Sex

Male . . . . . (15(_____-1

Female . . . . . _____-2

1a. First, we would like to know approximately how many hours a week you spend at your job or occupation, and that includes keeping house or going to school as well as work for pay or profit. How many hours would you estimate you spend at work, housekeeping, or studies, including any travel time to and from the job or school?

DO NOT READ LIST

RECORD BELOW

1b. And about how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go to the movies, theater, concerts, or other forms of entertainment, get together with friends, and so forth?

DO NOT READ LIST

RECORD BELOW

| | *1a. Work* | *1b. Leisure* |
|---|---|---|
| 10 hours or less | (21(__-1 | (23(__-1 |
| 11-15 hours | __-2 | __-2 |
| 16-20 hours | __-3 | __-3 |
| 21-25 hours | __-4 | __-4 |
| 26-30 hours | __-5 | __-5 |
| 31-35 hours | __-6 | __-6 |
| 36-40 hours | __-7 | __-7 |
| 41-45 hours | __-8 | __-8 |
| 46-50 hours | __-9 | __-9 |
| More than 50 hours | __-0 | __-0 |
| It varies (vol.) | __-x | __-x |
| Don't work (vol.) | __-y | __-y |
| No leisure time (vol.) | (22(__-1 | (24(__-1 |
| Not sure | __-2 | __-2 |

2. Now I'm going to read you a list of different types of activities people engage in, and for each type I would like you to tell me how much you do that kind of thing yourself — whether you generally do it a great deal, some but not a great deal, very little, or not at all.

READ EACH ITEM

| | *Do A Great Deal* | *Do Some* | *Do Very Little* | *Do Not At All* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) a. Attend spectator sports such as football, baseball, hockey, basketball, tennis, soccer, or horseracing | (25(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) b. Play sports yourself, such as golf, tennis, baseball, or bowling | (26(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) c. Attend performing arts presentations, such as plays, ballets, symphonies, outdoor festivals, musical comedies, soloists, operas | (27(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) d. Go to the movies | (28(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) e. Take part in social activities like entertaining or being entertained by friends or relatives, going to restaurants or going out dancing, attending lodge activities or church socials | (29(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) f. Go to art exhibits, historical houses or sites, art museums, science and natural history museums, or history museums | (30(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) g. Engage in outdoor activities such as hiking, fishing, hunting, mountain climbing, skiing, or boating | (31(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) h. Engage in art activities such as painting, drawing, sculpture, and photography | (32(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) i. Work in the garden growing flowers or vegetables | (33(__-1 | __-2 | __-3 | __-4 | __-5 |

| | | *Do A Great Deal* | *Do Some* | *Do Very Little* | *Do Not At All* | *Not Sure* |
|---|---|---|---|---|---|---|
| | START AT "X" | | | | | |
| ( ) | j. Engage in handicrafts like weaving, wood working, needlepoint | (34(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | k. Read books | (35(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | l. Engage in performing arts activities, such as playing a musical instrument, working with a local theater group, singing, or dancing ballet, modern, or folk dance | (36(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | m. Engage in club and voluntary organizational efforts in the community | (37(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | n. Engage in political campaign activity, political party work, or political fundraising | (38(__-1 | __-2 | __-3 | __-4 | __-5 |

3a. Is there a (READ EACH ITEM) that is easily accessible from your home, or not?

| | | *Is* | *Is Not* | *Not Sure* |
|---|---|---|---|---|
| | START AT "X" | | | |
| ( ) | 1. Stadium or arena where sports events take place | (39(__-1 | __-2 | __-3 |
| ( ) | 2. Theater where plays or musicals are performed | (40(__-1 | __-2 | __-3 |
| ( ) | 3. Park or botanical garden | (41(__-1 | __-2 | __-3 |
| ( ) | 4. Community, neighborhood, or recreational center where people can learn various arts and crafts | (42(__-1 | __-2 | __-3 |
| ( ) | 5. Public library | (43(__-1 | __-2 | __-3 |
| ( ) | 6. Concert hall where musical concerts or operas are performed | (44(__-1 | __-2 | __-3 |
| ( ) | 7. Movie theater | (45(__-1 | __-2 | __-3 |
| ( ) | 8. Museum with painting and sculpture or with scientific or historical exhibits | (46(__-1 | __-2 | __-3 |
| ( ) | 9. Public tennis court or golf course | (47(__-1 | __-2 | __-3 |

3b. Whether or not you are personally interested in having facilities like museums, theaters, and concert halls in the community, how important do you think it is to the quality of life in the community to have such things available — very important, somewhat important, of minor importance, or not at all important?

RECORD BELOW

3c. How important do you think it is to the business and economy of the community to have facilities like museums, theaters, and concert halls available — very important, somewhat important, of minor importance, or not at all important?

RECORD BELOW

| | *Q. 3b Importance To Quality Of Life In The Community* | *Q. 3c Importance To Business And Economy* |
|---|---|---|
| Very important | (48(__-1 | (49(__-1 |
| Somewhat important | __-2 | __-2 |
| Of minor importance | __-3 | __-3 |
| Not at all important | __-4 | __-4 |
| Not sure | __-5 | __-5 |

4. Do you feel there should be more (READ EACH ITEM) presented in this area, or do you think enough are already being given?

START AT "X"

| | | *Should Be More* | *Enough Being Given* | *Not Sure* |
|---|---|---|---|---|
| ( ) | 1. Sports events | (50(__-1 | __-2 | __-3 |
| ( ) | 2. Children's theater performances | (51(__-1 | __-2 | __-3 |
| ( ) | 3. Plays, musicals, pantomimes, and other adult theater performances | (52(__-1 | __-2 | __-3 |
| ( ) | 4. Ballet or modern dance performances | (53(__-1 | __-2 | __-3 |
| ( ) | 5. Folk or ethnic dance performances | (54(__-1 | __-2 | __-3 |
| ( ) | 6. Classical music concerts or recitals | (55(__-1 | __-2 | __-3 |
| ( ) | 7. Popular music performances such as rock, country, and other popular music presentations | (56(__-1 | __-2 | __-3 |
| ( ) | 8. Outdoor arts festivals | (57(__-1 | __-2 | __-3 |
| ( ) | 9. Exhibitions of paintings or sculpture | (58(__-1 | __-2 | __-3 |

5a. As far as you personally are concerned, are there enough facilities for creative activities in your community — thing like local art and photography shows, street festivals, local music and drama groups, or craft groups — that you can actively participate in, or not?

Enough .....(59(__-1(SKIP TO Q. 6)

Not enough .....__-2
Not sure .....__-3 } (ASK Q. 5b)

5b. As far as you personally are concerned, how important is it for there to be more creative activities in your community that you could actively participate in — things like local art and photography shows, street festivals, local music and drama groups, or crafts groups — would you say that having more such things is very important to you, somewhat important, of minor importance, or not at all important?

Very important .....(60(__-1
Somewhat important.....__-2
Of minor importance.....__-3
Not at all important.....__-4
Not sure .....__-5

ASK EVERYONE

6. I would like to read you some statements people have made to us. For each statement, please tell me whether you tend to agree strongly with the statement, agree slightly, disagree slightly, or disagree strongly with the statement.

READ EACH STATEMENT

| | *Agree Strongly* | *Agree Slightly* | *Disagree Slightly* | *Disagree Strongly* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) a. The cost of going to theaters or concert halls is the main reason most people don't go more often to performances of plays, music, or dance ..... | (61(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) b. Arts and cultural activities are as important for a community to have as parks and recreational activities ..... | (62(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) c. The arts can only be enjoyed by a privileged few who have the financial means to attend arts events ..... | (63(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) d. There ought to be more theater and concert events in this community to enable more local residents to attend such events ..... | (64(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) e. If there were more theater and concert events in this community, I would attend more frequently ..... | (65(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) f. If there were more showings in art museums in this community, I would attend more frequently ..... | (66(__-1 | __-2 | __-3 | __-4 | __-5 |

7. Let me read you some activities that some people do at least every once in a while. Please tell me whether you yourself do each of these activities at least every once in a while, or not?

READ EACH ITEM

| | | *Do* | *Don't Do* | *Not Sure* |
|---|---|---|---|---|
| | START AT "X" | | | |
| ( ) | 1. Paint, draw, or engage in graphic arts such as etching | (67(__-1 | __-2 | __-3 |
| ( ) | 2. Make pottery or ceramics | (68(__-1 | __-2 | __-3 |
| ( ) | 3. Sing in a choir or other choral group | (69(__-1 | __-2 | __-3 |
| ( ) | 4. Do needlepoint, weaving, or other handwork | (70(__-1 | __-2 | __-3 |
| ( ) | 5. Make sculpture or work with clay | (71(__-1 | __-2 | __-3 |
| ( ) | 6. Write stories or poems | (72(__-1 | __-2 | __-3 |
| ( ) | 7. Play a musical instrument | (73(__-1 | __-2 | __-3 |
| ( ) | 8. Work with a local theater group | (74(__-1 | __-2 | __-3 |
| ( ) | 9. Engage in photography | (75(__-1 | __-2 | __-3 |
| ( ) | 10. Dance ballet or modern dance | (76(__-1 | __-2 | __-3 |
| ( ) | 11. Dance folk or ethnic dance | (77(__-1 | __-2 | __-3 |

8. Approximately how often did you go to the movies in the past 12 months?

DO NOT READ LIST

None .....(78(__-1
Once.....__-2
2-3 times.....__-3
4-5 times.....__-4
6-10 times.....__-5
11-20 times.....__-6
More than 20 times .....__-7
Not sure .....__-8

9a. Do you ever go to any live performances of plays, musical comedies, pantomime, or other kinds of theater, or not?

Do go .....(79(__-1(ASK Q. 9b)

Never go.....__-2
Not sure .....__-3
(SKIP TO Q. 10a)

9b. Approximately how many times did you go to live theater performances in the past 12 months, not counting any performances given by your children in connection with school or classes?

DO NOT READ LIST

None .....(80(__-1
Once.....__-2
2-3 times.....__-3
4-5 times.....__-4
6-10 times.....__-5
11-20 times.....__-6
More than 20 times .....__-7
Not sure .....__-8

ASK EVERYONE

10a. Do you ever go to live popular music performances by popular singers, bands, rock groups, and the like, or not?

Do go . . . . . (15(__-1(ASK Q. 10b)
Never go . . . . . __-2 }
Not sure . . . . . __-3 } (SKIP TO Q. 11a)

10b. Approximately how many times did you go to live popular music performances in the past 12 months?

DO NOT READ LIST

None . . . . . (16(__-1
Once . . . . . __-2
2-3 times . . . . . __-3
4-5 times . . . . . __-4
6-10 times . . . . . __-5
11-20 times . . . . . __-6
More than 20 times . . . . . __-7
Not sure . . . . . __-8

ASK EVERYONE

11a. How often would you estimate you buy records or tapes of classical music — do you buy classical music records or tapes frequently, every once in a while, only occasionally, or almost never?

Frequently . . . . . (17(__-1
Every once in a while . . . . . __-2
Only occasionally . . . . . __-3
Almost never . . . . . __-4
Never (vol.) . . . . . __-5
Not sure . . . . . __-6

11b. And how often do you listen to classical music, either on records or tapes or on the radio — do you listen to classical music frequently, every once in a while, only occasionally, or almost never?

Frequently . . . . . (18(__-1
Every once in a while . . . . . __-2
Only occasionally . . . . . __-3
Almost never . . . . . __-4
Never (vol.) . . . . . __-5
Not sure . . . . . __-6

ASK EVERYONE

11c. What about live performances of classical or symphonic music by orchestras, chamber groups, soloists, etc. — do you ever go to such classical music performances, or not?

Do go . . . . . (19(__-1(ASK Q. 11d)

Never go . . . . . __-2
Not sure . . . . . __-3 } (SKIP TO Q. 11e)

11d. Approximately how many times did you go to live classical music or opera performances in the past 12 months, not counting performances given by your children in connection with school or classes?

DO NOT READ LIST

None . . . . . (20(__-1
Once . . . . . __-2
2-3 times . . . . . __-3
4-5 times . . . . . __-4
6-10 times . . . . . __-5
11-20 times . . . . . __-6
More than 20 times . . . . . __-7
Not sure . . . . . __-8

ASK EVERYONE

11e. What about live performances of opera or musical theater — do you ever go to live opera or musical theater performances, or not?

Do go . . . . . (21(__-1(ASK Q. 11f)

Never go . . . . . __-2
Not sure . . . . . __-3 } (SKIP TO Q. 12a)

11f. Approximately how many times did you go to live performances of opera or musical theater in the past 12 months, not counting performances given by your children in connection with school or classes?

DO NOT READ LIST

None . . . . . (22(__-1
Once . . . . . __-2
2-3 times . . . . . __-3
4-5 times . . . . . __-4
6-10 times . . . . . __-5
11-20 times . . . . . __-6
More than 20 times . . . . . __-7
Not sure . . . . . __-8

ASK EVERYONE

12a. And what about dance performances — do you ever go to live performances of ballet or modern dance, or folk or ethnic dance, or not?

Do go . . . . . (23(__-1(ASK Q. 12b)

Never go . . . . . __-2
Not sure . . . . . __-3 } (SKIP TO Q. 13)

12b. Approximately how many times did you go to live performances of ballet or modern dance, or folk or ethnic dance, in the past 12 months, not counting performances given by your children in connection with school or classes?

DO NOT READ LIST

None . . . . . (24(__-1
Once . . . . . __-2
2-3 times . . . . . __-3
4-5 times . . . . . __-4
6-10 times . . . . . __-5
11-20 times . . . . . __-6
More than 20 times . . . . . __-7
Not sure . . . . . __-8

ASK EVERYONE

13. I would like to read you some reasons people have given us why they do not go out more often to performances of things like music, theater, and dance. For each, would you tell me whether it is a major reason you don't go out more often to live performances, is it a minor reason, or is it not a reason at all for not going out more often to live performances.

READ EACH ITEM

| | | *Major Reason* | *Minor Reason* | *Not A Reason At All* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) | 1. Ticket prices are too high | (25(__-1 | __-2 | __-3 | __-4 |
| ( ) | 2. It is too difficult to get from here to places where performances are given | (26(__-1 | __-2 | __-3 | __-4 |
| ( ) | 3. It is so difficult to find a parking place | (27(__-1 | __-2 | __-3 | __-4 |
| ( ) | 4. The costs of hiring a babysitter, eating out, etc., are more than I can afford | (28(__-1 | __-2 | __-3 | __-4 |
| ( ) | 5. Performances are usually given in neighborhoods or areas I prefer not to visit | (29(__-1 | __-2 | __-3 | __-4 |
| ( ) | 6. The quality of performances given in this area are not usually worth the time, trouble, or money | (30(__-1 | __-2 | __-3 | __-4 |
| ( ) | 7. Tickets are usually too difficult to obtain | (31(__-1 | __-2 | __-3 | __-4 |
| ( ) | 8. Not very many performances are given in this area | (32(__-1 | __-2 | __-3 | __-4 |
| ( ) | 9. It is difficult to get information on what performances are being given | (33(__-1 | __-2 | __-3 | __-4 |
| ( ) | 10. I feel out of place in the theaters and concert halls where performances are given | (34(__-1 | __-2 | __-3 | __-4 |
| ( ) | 11. Going out at night is a real worry | (35(__-1 | __-2 | __-3 | __-4 |

14a. Now I'd like to talk for a while about children of school age. Thinking about children who are in school, how important would you say it is for children of that age to be exposed to theater, music, dance, exhibitions of paintings, and sculpture, and similar cultural events — would you say it is very important, somewhat important, of minor importance, or not at all important?

Very important .....(36(__-1
Somewhat important .....__-2
Of minor importance .....__-3
Not at all important .....__-4
Not sure .....__-5

14b. And from what you know or have heard, would say that school children in this area have enough opportunities to hear music and go to plays and things like that, or not?

Have enough opportunities .....(37(__-1
Not enough opportunities .....__-2
Not sure .....__-3

14c. Some people think that classes in the arts for children should be taught in public schools, just like math or science or English. Other people think that classes like those should be given, but only after school or as a noncredit activity; and still other don't think they should be given at all. In your opinion, should the public schools in this area teach courses in (READ EACH ITEM) for credit, should it be an after-school or noncredit course, or should it not be offered at all?

| | | *Teach For Credit* | *Non-credit* | *Not At All* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) | 1. Drawing, painting or sculpture | (38(__-1 | __-2 | __-3 | __-4 |
| ( ) | 2. Acting | (39(__-1 | __-2 | __-3 | __-4 |
| ( ) | 3. Photography or filmmaking | (40(__-1 | __-2 | __-3 | __-4 |
| ( ) | 4. Playing a musical instrument | (41(__-1 | __-2 | __-3 | __-4 |
| ( ) | 5. Voice or singing | (42(__-1 | __-2 | __-3 | __-4 |
| ( ) | 6. Music appreciation | (43(__-1 | __-2 | __-3 | __-4 |
| ( ) | 7. Ballet, modern dance, or movement | (44(__-1 | __-2 | __-3 | __-4 |
| ( ) | 8. Writing stories or poems | (45(__-1 | __-2 | __-3 | __-4 |
| ( ) | 9. Weaving, needlepoint, or other handwork | (46(__-1 | __-2 | __-3 | __-4 |
| ( ) | 10. Making pottery, ceramics, or other crafts | (47(__-1 | __-2 | __-3 | __-4 |
| ( ) | 11. Art appreciation | (48(__-1 | __-2 | __-3 | __-4 |

14d. Do you think that arts courses like the ones we have just discussed — whether offered for credit or not for credit — should be paid for by the school system as part of the regular school budget, or should the cost of such courses not come from the regular school budget?

Paid for from regular school budget(49(__-1
Not paid from regular school budget . . __-2
Should not be offered at all (vol.) . . . . . __-3
Not sure . . . . . __-4

14e. When you were in school did you take any course like the ones we have just discussed, or not?

Did take . . . . . (50(__-1
Did not take . . . . . __-2
Not sure . . . . . __-3

15. I would like to read you some other statements people have made to us. For each, would you please tell me whether you tend to agree strongly, agree slightly, disagree slightly, or disagree strongly.

READ EACH STATEMENT

| | *Agree Strongly* | *Agree Slightly* | *Disagree Slightly* | *Disagree Strongly* | *Not Sure* |
|---|---|---|---|---|---|
| START AT "X" | | | | | |
| ( ) a. To see something performed live on stage is more meaningful and exciting than watching it on TV . . . . . | (51(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) b. Most people enjoy attending arts events . | (52(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) c. Museums are an important resource for the whole community, because they tell us so much about the art and history of different cultures or about science and our environment . . . . . | (53(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) d. Most people enjoy attending sports events . . . . . | (54(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) e. Things like museums and theater and music performances make a community a better place to live in . . . . . | (55(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) f. Some means should be found to present more performances of music, theater, and dance in all parts of the country so that all Americans have an opportunity to attend . . | (56(__-1 | __-2 | __-3 | __-4 | __-5 |

16a. How many times, if any, did you visit art museums that exhibit paintings, drawings, sculpture, etc., during the past 12 months?

DO NOT READ LIST

None .....(57(__-1
Once.....__-2
2-3 times.....__-3
4-5 times.....__-4
6-10 times.....__-5
11-20 times.....__-6
More than 20 times .....__-7
Not sure .....__-8

16b. And how many times did you visit science or natural history museums during the past 12 months?

DO NOT READ LIST

None .....(58(__-1
Once.....__-2
2-3 times.....__-3
4-5 times.....__-4
6-10 times.....__-5
11-20 times.....__-6
More than 20 times .....__-7
Not sure .....__-8

16c. And how about history museums which preserve objects from the past — including historic buildings or sites — how many times did you visit history museums in the past 12 months?

DO NOT READ LIST

None .....(59(__-1
Once.....__-2
2-3 times.....__-3
4-5 times.....__-4
6-10 times.....__-5
11-20 times.....__-6
More than 20 times .....__-7
Not sure .....__-8

16d. I would like to read you some reasons people have given us why they do not go to museums more often. For each, would you tell me whether it is a major reason why you do not go to museums more often, a minor reason, or not a reason at all.

READ EACH ITEM

| | | *Major Reason* | *Minor Reason* | *Not A Reason At All* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) | 1. It is too difficult to get from here to museums | (60(__-1 | __-2 | __-3 | __-4 |
| ( ) | 2. It is so difficult to find a parking place | (61(__-1 | __-2 | __-3 | __-4 |
| ( ) | 3. The quality of exhibitions at museums in this area is not good enough to make going to them worthwhile | (62(__-1 | __-2 | __-3 | __-4 |
| ( ) | 4. There is always pretty much the same thing shown, so there is no need to go very often. | (63(__-1 | __-2 | __-3 | __-4 |
| ( ) | 5. Exhibitions are usually presented in neighborhoods or areas I prefer not to visit | (64(__-1 | __-2 | __-3 | __-4 |
| ( ) | 6. It is difficult to get information on what exhibitions and activities are going on in museums | (65(__-1 | __-2 | __-3 | __-4 |
| ( ) | 7. I don't really feel comfortable going to museums | (66(__-1 | __-2 | __-3 | __-4 |
| ( ) | 8. It is to expensive to go to museums | (67(__-1 | __-2 | __-3 | __-4 |
| ( ) | 9. There are not enough museum exhibitions in this area | (68(__-1 | __-2 | __-3 | __-4 |

17a. Different people get different things out of the arts. As far as you are concerned, do you ever find the arts (READ EACH ITEM), or not?

RECORD BELOW

| | | *Arts Do* | *Arts Don't* | *Not Sure* |
|---|---|---|---|---|
| | START AT "X" | | | |
| ( ) | 1. Give you an uplift from everyday experiences | (69(__-1 | __-2 | __-3 |
| ( ) | 2. Are a positive experience in a troubled world | (70(__-1 | __-2 | __-3 |
| ( ) | 3. Allow you to find a source of creative expression and experience that is rare | (71(__-1 | __-2 | __-3 |
| ( ) | 4. Just give you pure pleasure to experience or participate in | (72(__-1 | __-2 | __-3 |

17b. If there were no arts available here in this community, would you personally miss them very much, only somewhat, or hardly at all?

Very much ..... (10(__-1
Only somewhat ..... __-2
Hardly at all ..... __-3
Not sure ..... __-4

18. How important do you feel it is to have (READ EACH ITEM) — very important, somewhat important, of minor importace, or not at all important?

| | *Very Important* | *Some-what Important* | *Of Minor Important* | *Not At All Important* | *Not Sure* |
|---|---|---|---|---|---|
| | START AT "X" | | | | |
| ( ) a. More and better arts and cultural facilities for both the performing and the visual arts ..... | (11(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) b. Better housing for lower income people in the community ..... | (12(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) c. More efficient public transportation which would also cut down on gasoline consumption ..... | (13(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) d. Tougher law enforcement by the police and courts ..... | (14(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) e. Improved medical facilities and other health services ..... | (15(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) f. Better schools ..... | (16(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) g. More parks and recreational facilities ... | (17(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) h. Good roads and highways ..... | (18(__-1 | __-2 | __-3 | __-4 | __-5 |

19. Now I'm going to read you some different places and organizations, and I would like you to tell me whether you think they generally get enough money from fees, admissions, sales, dues, etc., to be self- supporting, or must they generally rely also on contributions from individuals and business or support from government sources. From what you know or have heard, are (READ EACH ITEM) generally self-supporting on money earned, or do they usually also have to depend on private contributions, or do they usually also have to depend on government support?

START AT "X"

| | | *Self-Supporting* | *Depend On Private Contributions* | *Depend On Government Support* | *All/ Both (Vol.)* | *Not Sure* |
|---|---|---|---|---|---|---|
| ( ) | 1. Art museums | (19(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 2. Public libraries | (20(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 3. Theater groups | (21(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 4. Natural history museums | (22(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 5. Hospitals | (23(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 6. Zoos | (24(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 7. Opera companies | (25(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 8. Symphony orchestras | (26(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 9. Botanical gardens | (27(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 10. Science or natural history museums | (28(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 11. Historical museums | (29(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 12. Ballet or modern dance troupes | (30(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 13. Public tennis courts and golf courses | (31(__-1 | __-2 | __-3 | __-4 | __-5 |
| ( ) | 14. Major league baseball teams | (32(__-1 | __-2 | __-3 | __-4 | __-5 |

20a. If arts organizations — such as art museums, dance, opera, and theater groups, and symphony orchestras — need financial assistance to operate, do you feel that (READ EACH ITEM) should provide assistance, or not?

RECORD BELOW

| | *Should Provide* | *Should Not* | *Not Sure* |
|---|---|---|---|
| 1. The federal government | (33(__-1 | __-2 | __-3 |
| 2. State government | (34(__-1 | __-2 | __-3 |
| 3. Municipal and county government | (35(__-1 | __-2 | __-3 |
| 4. Business and corporations | (36(__-1 | __-2 | __-3 |
| 5. Foundations | (37(__-1 | __-2 | __-3 |
| 6. Individuals | (38(__-1 | __-2 | __-3 |

20b. If public libraries, natural history museums, zoos, and historical museums need financial assistance to operate, do you feel (READ EACH ITEM) should provide assistance, or not?

RECORD BELOW

| | *Should Provide* | *Should Not* | *Not Sure* |
|---|---|---|---|
| 1. The federal government | (39(__-1 | __-2 | __-3 |
| 2. State government | (40(__-1 | __-2 | __-3 |
| 3. Municipal and county government | (41(__-1 | __-2 | __-3 |
| 4. Business and corporations | (42(__-1 | __-2 | __-3 |
| 5. Foundations | (43(__-1 | __-2 | __-3 |
| 6. Individuals | (44(__-1 | __-2 | __-3 |

21a. Do you think that the federal government should help individual professional artists — such as musicians, painters, dancers, actors, etc. — if they need financial assistance to continue their artistic professions, or not?

Federal government should help ..... (45(__-1
Federal government should not help ..... __-2
Not sure ..... __-3

21b. And the state government — should it help individual professional artists if they need financial assistance to continue their artistic professions, or not?

State government should help ..... (46(__-1
State government should not help ..... __-2
Not sure ..... __-3

21c. What about the local municipal or county government — should it help individual professional artists if they need financial assistance to continue their artistic professions, or not?

Local government should help ..... (47(__-1
Local government should not help ..... __-2
Not sure ..... __-3

21d. And businesses and corporations — do you think businesses and corporations should provide financial assistance to individual professional artists if they need financial assistance to continue their artistic professions, or not?

Businesses and corporations should help ..... (48(__-1
Businesses and corporations should not help ..... __-2
Not sure ..... __-3

21e. Do you favor or oppose an incentive plan to stimulate private giving to the arts, under which for every $3 that an arts organization or institution raises from private sources, government would contribute $1?

Favor ..... (49(__-1
Oppose ..... __-2
Not sure ..... __-3

22a. The federal government now pays out over $600 per capita for defense, $130 for education, and no more than 70 cents per capita for the arts. Would you be willing to pay $25 more in taxes per year if you knew that the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

Would be willing to pay $25 more .....(50(__-1 (SKIP TO FACTUALS
Not be willing to pay $25 more .....__-2 } (ASK Q. 22b)
Not sure .....__-3 }

22b. How about a rise of $15 — would you be willing to pay $15 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

Would be willing to pay $15 more .....(51(__-1 (SKIP TO FACTUALS)
Not be willing to pay $15 more .....__-2 } (ASK Q. 22c)
Not sure .....__-3 }

22c. How about a rise of $10 — would you be willing to pay $10 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

Would be willing to pay $10 more .....(52(__-1 (SKIP TO FACTUALS)
Not be willing to pay $10 more .....__-2 } (ASK Q. 22d)
Not sure .....__-3 }

22d. How about a rise of $5 — would you be willing to pay $5 more in taxes per year if you knew the money would be used to support arts and cultural activities and facilities, or would you not be willing to do that?

Would be willing to pay $5 more .....(53(__-1
Not be willing to pay $5 more .....__-2
Not sure .....__-3

ASK EVERYONE

F1. What type of work does the main wage earner of this household do?

DESCRIBE JOB BRIEFLY:

Professional ..... (66(__-1
Manager ..... __-2
Proprietor (small business) ..... __-3
Clerical worker ..... __-4
Sales worker ..... __-5
Skilled craftsman, foreman ..... __-6
Operative, unskilled laborer (except farm) ..... __-7
Service worker ..... __-8
Farmer, farm manager, farm laborer ..... __-9
Student ..... __-0
Housewife ..... __-x
Military service ..... __-y
Unemployed ..... (67(__-1
Retired ..... __-2
Welfare ..... __-3
Disabled ..... __-4
Other (SPECIFY)

_____ ..... __-5
Not sure/refused ..... __-6

F2. Which of the following best describes the female head of this family — a housewife who prefers to stay at home, a housewife who plans to go to work, a woman who works to earn money for her family, or a woman with a full-time career?

Housewife who prefers to stay at home ..... (68(__-1
Housewife who plans to go to work ..... __-2
Woman who earns money for family ..... __-3
Woman with full-time career ..... __-4
No female head (vol.) ..... __-5
Student (vol.) ..... __-6
Not sure/refused ..... __-7

F3. Is the main wage earner of this household male or female?

Male ..... (69(__-1
Female ..... __-2
Male and female both equal (vol.) ..... __-3
Not sure ..... __-4

F4. Are you currently married, single, separated, divorced, or widowed?

SINGLE RECORD

Married .....(70(__-1
Single .....__-2
Separated .....__-3
Divorced.....__-4
Widowed .....__-5
Not sure .....__-6
Refused .....__-7

F5. How old are you?

IF HESITANT, READ LIST

18 to 20.....(71(__-1
21 to 24.....__-2
25 to 29.....__-3
30 to 34.....__-4
35 to 39.....__-5
40 to 49.....__-6
50 to 64.....__-7
65 and over.....__-8
Refused .....__-9

F6. What was the last grade of school you completed?

No formal schooling .....(72(__-1
First through 7th grade .....__-2
8th grade.....__-3
Some high school.....__-4
High school graduate.....__-5
Some college.....__-6
Two-year college graduate .....__-7
Four-year college graduate .....__-8
Postgraduate .....__-9
Trade/technical/vocational after high school* .....XXXXXX
Refused .....__-0

*INTERVIEWER: ASK FOR DETAILS, AND CODE INTO ONE OF THE ABOVE CATEGORIES.

F7. Are you a member of a labor union, or is anyone else in this household a member of a labor union?

MULTIPLE RECORD IF NECESSARY

Self is member .....(73(__-1
Other is member .....__-2
No union member in household .....__-3
Not sure .....__-4

F8. With which religious group do you identify? Would you describe yourself as Protestant, Catholic, Jewish, or what?

Protestant .....(74(__-1
Catholic .....__-2
Jewish .....__-3
Other (SPECIFY)

_____ ...__-4
None .....__-5
Not sure/no answer/refused .....__-6

F9. Which of the following income categories best describes your total 1979 household income? Was it (READ LIST)?

$7,500 or less .....(79(__-1
$7,501 to $15,000 .....__-2
$15,001 to $25,000 .....__-3
$25,001 to $35,000 .....__-4
$35,001 to $50,000 .....__-5
$50,001 or over .....__-6
Not sure/no answer/refused .....__-7

F10. Do you consider yourself white, black, Spanish-American, or what?

White, but *not* Hispanic .....(80(__-1
Black, but *not* Hispanic .....__-2
Spanish-American (Mexican, Cuban, Puerto Rican, Central South American) .....__-3
Asian (Oriental) or Pacific Islander .....__-4
American Indian or Alaskan native .....__-5
Not sure .....__-6

Thank you very much for your cooperation!

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The American Council for the Arts (ACA) is the only national organization working on behalf of all the arts. For more than 20 years, ACA has provided leadership in innovative programs and services for artists and arts organizations all across the country.

ACA is a unique combination of management consulting firm, publishing house, information center, and advocate for all the arts. Among its major accomplishments are the following:

- Helping to create and continue the National Endowment for the Arts
- Publishing *American Arts* magazine as well as over 50 books on the arts and arts management
- Producing landmark conferences on such subjects as "Business and the Arts" and "The Arts and Tourism"
- Developing a wide variety of programs for arts leaders

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